

Media Training Minute: Cam Newton's Super Bowl Media Meltdown

Cam Newton was a Super Bowl 50 loser on the field and he earns a Media Training Minute grade of F for walking out on his post game press conference. After a successful year on the field and off the field building his brand, will this hurt his marketability long term? What can communicators and marketers learn about dealing with the media and preparing your spokesperson for tough interviews.

[Mike Bako, D S Simon Media](#)'s Marketing Director, offers analysis on what all communicators can do to prepare for confrontational interviews.