

Proactive Media Skills covering message development and print, radio and TV interviews

This highly practical and realistic media training course is designed for delegates who would like to proactively engage with the media to reach new or existing customers. Whether you are looking to promote your products, services or thoughts, or want to enhance your business brand via the media, this course will help you to become an effective spokesperson for your company.

Through a series of realistic interview scenarios delegates will gain a thorough understanding of how the media works and how to manage print, TV and radio interviews with confidence, clarity and control.

During the training, delegates will receive plenty of 1-2-1 coaching and feedback from our senior, working, journalist-tutors and will be given the opportunity to experience a range of tailored print and broadcast interviews in a safe yet realistic environment.

Delegates will learn to:

- Understand what the media and journalists want from a story
- Utilise media interviews to give your brand a voice for free
- Understand their rights as an interviewee
- Plan and execute media interviews successfully
- Use techniques to stay on message and manage negative questions
- Confidently take the role of spokesperson
- Deliver your organisation's key messages with clarity and control
- Understand the different techniques required to manage print, radio and TV interviews

This course takes place at [Media First's TV and radio studios](#) in Reading, Berkshire and includes lunch and refreshments.

All TV interviews will be recorded and provided back to the delegate after the course alongside detailed individual written feedback. Each delegate also receives a media training booklet.

The fully inclusive price for the course is £495 + vat per delegate.

Time	Session
10.00	Welcome & Introductions Outline agenda
	Setting the scene Examine the delegates' perceptions and experiences of the media Agree individual aims & objectives for the training
10.10	Understanding the media Connecting with your audiences – and generating engagement What makes a news story, what a journalist wants from you (T.R.U.T.H) What drives a journalist The importance of deadlines – beating not meeting and how this helps you to set the agenda and steer the outcome of the story. The changing media landscape: the impact of social media and reduced media budgets On and off the record
10.40	Prepare for your first round of interviews Need for organised messages Controlling your interviews and staying on message - the bridging technique explained (A.B.C)

To book your place, please contact a member of our team on 0118 918 0530

	Sounding human – the importance of case studies and your personal input
10.50	Round of print interviews – on a proactive and positive topic Face to face press interviews Feedback, review and coaching
11.30	Coffee
11.45	How to quickly and effectively plan your key messages A.M.E.N: Audience, Message, Example, Negative
12.00	Preparing for your next round of interviews Strengthening your messages
12.15	Round of radio interviews (recorded) Review, analysis and coaching
13.00	Lunch
13.30	Prepare for next round of interviews
13.35	Radio and/or face to face print interviews More challenging questioning in line with confidence and skill levels Review, analysis and coaching
14.20	Introduction to TV The different types of TV interviews Down - the - line, on the sofa, outside broadcast, live and pre-recorded What to wear and where to look Your rights as an interviewee
14.45	Tea break
15.00	Delivering a quote for a recorded broadcast interview How and why journalists use soundbites for recorded news and feature packages How to quickly develop and deliver relatable sound bites.
15.15	TV outside broadcast Here the group will be asked to deliver a short 15-second sound bite to camera. This will be set up as a recorded outside broadcast. This will help the group in working up quick messages that resonate with the audience and support the organisation's messages. Being able to pull a sound bite out of the bag at short notice is vital when you know that your time on air is tight or you are being asked to comment as part of a recorded news package.
15.50	Final debrief Review of day and lessons learnt
16.00	Course ends

Note: Our training is highly practical, consultative and free flowing. Content from each section may blend and change to meet the delegates' (and organisations) identified aims, objectives, confidence levels and ability. Timings may also change as the day unfolds.