

Reactive Media Skills covering media messaging during a crisis, print, radio and TV interviews

This course is designed to help company spokespeople to prepare for media interaction during a crisis – whether large or small.

Attending delegates must have a solid understanding of the media, of message development and of controlling these messages during a broad range of interview scenarios. Ideally they would have already completed one of Media First's Proactive Media Skills courses or perhaps attended one of our bespoke training sessions.

During a crisis there's little time for calm reflection, for clearing facts with colleagues, and planning your response. The media will be more demanding than ever, and the public hungry for information. By taking a practical and realistic approach to our training courses, Media First will give you the best possible preparation for an unexpected event. We teach you to remain in control while not appearing arrogant and to demonstrate concern while not seeming weak.

During this course delegates will learn to:

- Plan and execute negative and hostile media interviews successfully
- Control and influence an interview using advanced bridging and controlling techniques
- Develop interview skills to an advanced level
- Rebut incorrect facts and perceptions
- Positively promote your organisation's ability to manage negative news and stories
- Respond positively and effectively to even the most negative or hostile questioning.

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 alongside detailed individual written feedback. Each delegate also receives a media training booklet after the course.

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

Time	Session
10.00	Welcome & Introduction Outline agenda
10.10	Setting the scene Examine the delegates' perceptions and experiences of the media Agree individual aims & objectives for the training
10.30	Introduction to how the media behaves in a crisis The importance of taking control/responding quickly Dealing with intense media attention How other companies have used their media engagement to take control during a crisis – statements, press conferences, follow up interviews and discussion around what they did next. Monitoring the emerging crisis - media and social media Managing the message and responding effectively What the media will want from you and how you will need to adapt this for B2B and consumer media and/or the type of crisis you are managing
11.00	Preparing and writing a holding statement for the media How to quickly and effectively create and deliver a robust statement that allows you to regain control of the crisis.

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

	<p>C.A.R.E – Compassion, Action, Reassurance and Energy/Examples. <i>It may be that the communications team will take responsibility for creating this holding statement but, to ensure fast sign-off, it is beneficial that the spokespeople have a greater understanding of how and why it is written and the language used.</i></p>
11.30	<p>Delivering your holding statement Review, analysis and coaching</p>
12.15	<p>Lunch</p>
12.45	<p>Managing follow up interviews – face to face print interview Review, analysis and coaching</p>
13.45	<p>Managing follow up interviews – face to face radio interview Review, analysis and coaching</p>
	<p>Managing follow up interviews – studio radio interviews Review, analysis and coaching</p>
14.45	<p>Introduction to TV (refresher as required) 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</p>
15.00	<p>Coffee</p>
15.15	<p>TV outside broadcast – crisis related statement 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 company’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.</p>
15.55	<p>Final debrief Review of day and lessons learnt</p>
16.00	<p>Course ends</p>

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