

Essential Media Skills covering print, telephone radio and TV interview skills

This 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 media 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
- 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 difference techniques required to manage print, radio and TV interviews

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

This course starts at 09.30 and finishes at 17.00

Session
Welcome & Introductions Outline agenda
Setting the Scene Examine the delegates' perceptions and experiences of the media Agree individual aims & objectives for the training
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 (self op journalists). On and off the record
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) Sounding human – the importance of case studies and your personal input
Round of print interviews – on a proactive and positive topic

To book your place, please contact a member of our team on 01189 180530

Face to face press interviews Feedback, review and coaching
Coffee
How to quickly and effectively plan your key messages A.M.E.N: Audience, Message, Example, Negative
How to manage print telephone interviews and radio interviews Preparing for your next round of interviews Strengthening your messages
Lunch
Telephone Print Interviews with off-site telephone journalists Whilst individuals are experiencing their 121 telephone interviews the rest of the group will get the chance to practice some more radio or face to face print interviews. During this session each candidate will be invited to a telephone interview with an off-site telephone journalists. This will take place in the privacy of another room. The journalist tutor will provide 121 feedback at the end of the call and will also write up the headline and first couple of paragraphs of the story which will then be provided back to the delegates before the end of the course.
Round of radio interviews (recorded) Review, analysis and coaching <i>At the same time the delegates will take part in a Telephone Interview with an offsite telephone journalist.</i>
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
TV Studio Interview – on the sofa style Review, analysis and coaching
TV Studio – Down the Line (DTL) interview Review, analysis and coaching
TV Outside Broadcast (time dependant) Here the group will be asked to deliver a short 15-second soundbite 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 soundbite 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.
Final debrief Review of day and lessons learnt
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 companies) identified aims, objectives, confidence levels and ability. Timings may also change as the day unfolds.