

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

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 media interviews with confidence, clarity and control.

During the training, delegates will receive plenty of 1:1 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 different techniques required to manage print, radio and TV interviews

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

Time	Session
09.30	Welcome & Introductions Outline agenda
	Setting the Scene Examine the delegates' perceptions and experiences of the media Agree individual aims & objectives for the training
10.00	Understanding the Media <ul style="list-style-type: none"> • 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
10.30	How to quickly and effectively plan your key messages <ul style="list-style-type: none"> • The need for organised messages • A.M.E.N: Audience, Message, Example, Negative Prepare for your first round of interviews
10.45	Coffee break
11.00	Round of print interviews – on a proactive and positive topic <ul style="list-style-type: none"> • Face to face press interviews • Feedback, review and coaching

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11.45	<p>Preparing for your next round of interviews</p> <ul style="list-style-type: none"> • Strengthening your messages • Controlling interviews and staying on message - the bridging technique explained (A.B.C) • Sounding human – the importance of case studies and your personal input • How to manage print telephone interviews and radio interviews
12.15	<p>Round of radio interviews (recorded) and Telephone Print Interviews with off-site journalist</p> <p>During this session each delegate will be invited to a Telephone Interview with an off-site telephone journalist. This will take place in another room. The journalist tutor will provide 1:1 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.</p> <p>Whilst individuals are experiencing their 1:1 telephone interviews the rest of the group will get the chance to practice some more radio or face to face print interviews.</p>
13.15	<p>Lunch</p>
13.45	<p>Introduction to TV</p> <ul style="list-style-type: none"> • 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
14.00	<p>TV Studio Interview – on the sofa style</p> <p>Review, analysis and coaching</p>
15.00	<p>Tea Break</p>
15.15	<p>TV Studio – Down the Line (DTL) Interview</p> <ul style="list-style-type: none"> • Review, analysis and coaching
16.15	<p>TV Outside Broadcast</p> <p>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.</p> <p>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.</p>
16.45	<p>Final de-brief</p> <ul style="list-style-type: none"> • Review of day and lessons learnt
17.00	<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 companies) identified aims, objectives, confidence levels and ability. Timings may also change as the day unfolds.