

Media training

0930 Introduction & course objectives

0945 Rules of engagement with the media

Covers how journalists operate, how stories are created, the differing agendas of the journalist and your organisation

1000 Successful interviews: key points to remember

Covers the principles of conducting successful interviews, how to handle and interview requests, the particular difficulties of interviews with the press, including how to avoid them with examples

1030 Exercise 1: Print interview (face to face) & review

1115 Taking control & delivering your messages

Covers how to develop effective key messages for each interview and deliver them by keeping the interview on your agenda, with techniques to avoid difficult questions

1130 BREAK

1145 Broadcast interviews: the differences

Covers the differences between print and broadcast interviews, the skills and knowledge needed to conduct a good interview, what happens when you're interviewed on the radio

1200 Exercise 2: Radio interview (studio) & review

1245 LUNCH

1315 Your rights & questions to ask

Covers rights in relation to the media, questions to ask to ensure you are fully prepared for any type of interview, including off-the-record and being an anonymous source

1330 Exercise 3: Radio interview (phone) & review

1415 TV: what to ask, what to wear, where to look

Covers the differences between a TV and radio interview, including body language and dress, the different types of TV interview and dos and don'ts

1430 Exercise 4: Television interview (live studio) & review

1515 BREAK

1530 Exercise 5: Television interview (soundbite/down the line) & review

Covers the principles of conducting a soundbite or down the line interview & mock interview

1630 Summary & any questions

1700 CLOSE