

ONE-DAY CRISIS MEDIA SKILLS TRAINING COURSE

Date: TBA
Venue: TBA
Trainers: Paul Murrricane (media mentor) and Bill Turnbull (BBC TV News) or Harry Smith (ITV News)

- 09:30** **Introductions, review of media experience to date, course objectives and timetable.**
- 09:45** **Inside journalism**
- *A presentation using examples of published newspaper and broadcast items to show how the media operates in a crisis situation.*
 - *The essential needs of journalists covering a crisis situation*
 - *Different needs of newspapers, radio, TV, internet news.*
 - *Timetable Of A Crisis – how it builds*
- 10:30** **Anatomy Of A Crisis**
Bill Turnbull explains how the BBC mobilised their resources to cover the London bombings of July 7th – and what their journalistic priorities were, with examples of specific reports. OR Harry Smith explains how the Tsunami crisis developed at ITN.
- 11:00** **Coffee break**
- 11:15** **Live Radio – How To Cope**
Tips on how to prepare for radio. A completely different medium from television, it is usually live, and involves contributions from concerned members of the public. Experience 1-1 interviews, phone-ins and lively debates in a BBC radio studio.
- 12:30** **Key Message Development workshop**
An intensive workshop session in which we reveal the effective structure for Key Messages that will convince your audience.
- 13:00** **LUNCH**

- 14:00** **Practical Exercise: First TV interview**
Coaching session – how to prepare: Top Tips on marshalling the essential information.
Drop The Negatives – how to give a clear and positive report without laying yourself open to blame.
Regret, Reason and Remedy – how to take the initiative when the media onslaught begins
A 1-1 Interview with Bill Turnbull or Harry Smith which may start as you expect, but end quite differently.
Followed by Playback and Analysis
- 15:30** **Practical Exercise – Second TV Interview**
A 1-1 News Interview using the Key Messages developed in the Workshop session, and also taking into account the points raised in the first Playback and Analysis
Followed by Playback and Analysis which can continue over lunch.
- 16:45** **Review/discussion**
- 17:00** **close**

Delegates will receive a full pack of information containing:

- Timetable of a crisis
- Top Tips on different preparation for Radio, TV and Newspapers
- Instructions on Key Message Developments