

FULL DAY MEDIA SKILLS TRAINING COURSE

- 09:30** **Tea/coffee on arrival**
- 09:30** **Introductions, review of media experience to date, course objectives and timetable.**
- 09:45** **Inside journalism**
The Media explained – what makes a good story for the press – examples of how they have reported on issues concerning your organisation. How you can become a valued and sought-after source of information to the media. Discussion on the main priorities for your organisation.
- 10:15** **You Are Wanted On The Phone**
Learn direct from a national newspaper journalist how journalists impose their agenda on you – and how to avoid it happening to you. Learn top tips on how to approach each interview, how to establish and maintain control, how to make sure you get your message across.
Then put your new skills into practice with at least two interviews on the phone – and see what the journalist would have written, from what you said.
- 11:00** **Your story in 60 seconds**
Practical exercise – how to prepare for that important soundbite
- 11:30** **You're Live On Radio**
Experience 1-1 interviews, phone-ins and lively debates in a radio studio environment
- 13:00** **LUNCH**
- 14:00** **Key Message Development Workshop**
An intensive session to develop the key messages which will provide positive and widespread media coverage.
- 14:30** **Television News Explained**
Top Tips on how to get the most from a TV interview opportunity. An intensive session on the key tactics which will ensure that you are in control of any interview. With video examples of what not to do!

15:00

Camera, Lights, Action.

TV Interviews, filmed by a TV News crew in our training room or outside. Hear at first hand how to make camera crews your friend, not your foe. Interviews will be played back and critiqued.

16:45

Review/discussion/close at 17:00