

HALF DAY INTENSIVE MEDIA SKILLS TRAINING COURSE

09:30 or 13:00 **Introductions, review of media experience to date, course objectives and timetable.**

Inside the media

What motivates a journalist? Examples of what the media wants from you – and how you can leave them with the best possible story. Learn to talk in pictures, not words. Discussion on the main opportunities for your organisation.

Key message development workshop

Learn our unique way to structure key messages. Use the formula to give real clarity and impact when you speak to the media.

Radio Live

Take part in 1-1 radio interviews in studio conditions. Includes playback and critique

Camera, lights...action.

Introduction to television interview techniques, with examples. Filmed television interviews, filmed, played back and critiqued.

Television Interview

The participant is presented with a scenario. The interview is recorded, played back, and critiqued. (2 interviews conducted if time allows)

13:30 or 17:00 **Review/discussion/close**

Delegates will receive a full pack of information sheets, and recordings of their video and audio interviews.