

## **ONE-DAY CRISIS MEDIA SKILLS TRAINING COURSE**

- 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**  
A presentation on how the media operated during a high-profile crisis such as the Concordia Disaster, the London tube bombings.
- 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 radio studio conditions. Media Mentor staff will act as concerned members of the public contributing to your item.
- 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 Paul Murrice which may start as you expect, but end quite differently.  
Followed by Playback and Analysis
- 15:30**                    **Practical Exercise – Down The Line TV Interview**

A 1-1 Down-The-Line Interview as from a remote studio, using the Key Messages developed in the Workshop session, and also taking into account the points raised in the first Playback and Analysis

**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