

FULL DAY MEDIA SKILLS TRAINING COURSE

- 09:30** **Introductions, review of media experience to date, course objectives and timetable.**
- 09:45** **Inside journalism**
How to handle media enquiries from journalists – the essential techniques to use when the phone call occurs. How to establish and maintain your control when the enquiry comes in. How to handle *critical* situations so you emerge with your reputation intact, and even enhanced. How in *positive* times you can become a valued and sought-after source of information to the media.
- 10:30** **Social Media**
News travels at lightning speed these days – good or bad, the buzz on twitter, facebook, linked in and Flickr can make or break your reputation. This session is an introduction to how to use, and control news in the virtual world.
- 11:00** **You're Live On Radio**
A crisis has occurred. Your organisation's reputation is at stake Experience challenging 1-1 news interviews, including phone-ins from anxious listeners in radio studio conditions. This experience will ensure that whatever crisis you face in the future, you will be prepared for the media onslaught.
- 13:00** **LUNCH**
- 14:00** **Television News Explained**
Top Tips on how to give that vital impression of being in control in positive and in critical TV interviews. Prepare for the pressure of a short sharp news interview, and a longer, more probing interview. See how others have got it right...and very wrong.
- 14:30** **Camera, Lights, Action.**
TV Interviews, filmed by a TV News crew. How to make positive announcements, promote specific events. Hear at first hand how to make camera crews your friend, not your foe. Interviews will be played back and critiqued.
- 15:30** **Coffee**
- 16:00** **And Finally...**
Final opportunity to practice those TV interview techniques as a down-the-line interview as from a remote studio. Reacting to a crisis situation. Record, playback and critique.
- 16:45** **Q&A Discussion, close at 17:00**