

## **HALF DAY MEDIA SKILLS COURSE**

- 11:00**                      **Essential Tips On Preparation**  
A grounding in the pressures and priorities of newspapers, radio and television, and how to deal with them. Top tips on preparation techniques to ensure that you establish control from the beginning, and handle the interview or filming opportunity with confidence.
- 11:30**                      **Newspapers – Avoid the Elephant Traps**  
A reminder of the different agendas of different print media – what newspapers want, how they put you in an unexpected context, how you can handle them to ensure positive coverage.
- 12:00**                      **Coffee/Tea**
- 12:15**                      **You're Live On Radio**  
Experience 1-1 interviews, phone-ins and lively debates in a radio studio environment, followed by playback. With immediate analysis and advice.
- 13:00**                      **Lunch**
- 13:45**                      **Camera, Lights, Action.**  
TV Interviews, filmed by a TV News crew. Hear at first hand how to make camera crews your friend, not your foe. Interviews will be played back and critiqued.
- 16:00**                      **Close**