

Media Half Day Training

Includes:

4 hours intensive coaching
2/3 trainers including a trained actress and voice coach
Each exercise is filmed, played back and reviewed
DVD of the mock interviews to review following the training
Preparation to make the training as relevant and realistic as possible
Follow-up support

Introduction and objectives

Two minute prepared presentation

The presentation allows the team to make an early assessment of areas for developments, and provides a benchmark to measure improvement throughout the session.

Effective media interview skills

We show you how to prepare for an interview, avoid media pitfalls, and control the media interview so you get what you want reported.

We explain the differing features of television and radio interviews.

We work with you to define and refine key messages for different audiences – and how to counter the negatives – building a narrative for each participant within the context of a communications strategy.

How the media works

We give our expert insight into the media agenda and show you how to craft and deliver a winning message.

Practice interviews

Mock interviews for a broadsheet and tabloid newspaper, followed by feedback.

Mock interviews for a rolling news channel, and for a longer form TV interview in the style of BBC Newsnight, followed by feedback.

Mock interviews in the style of BBC Radio 4 and 5 Live, followed by feedback.

Down the line mock interviews

Mock interviews for pre-recorded television news clips.

Course Review