

## **MEDIA TRAINING**

*The press is still a blind spot for many executives. Very few get the balance right. They either say too little, in an attempt to make the media go away, or else too much and then find their words misappropriated. But, perhaps the biggest drawback is that they are not interesting, so no one listens or remembers them, anyway.*

### **AIM**

This programme is designed to help you raise your communication skills to much higher levels of engagement, impact and influence when speaking to the Media.

### **OBJECTIVES**

Participants will learn and practice the skills they need to:

- Communicate in a more natural, relaxed style whenever they speak
- Demonstrate confidence and authority
- Increase the clarity of their messages
- Deliver with greater brevity and impact
- Achieve the maximum positive impact from all media encounters

### **KEY FEATURES**

- Identify and use opportunities for media coverage more effectively
- Manage interviews, understand why an industry can receive negative coverage and how to prevent it.
- Understand the need for key messages and how to develop them
- Gain hands on experience of print, radio and television interviews according to their needs

## **OVERVIEW**

A mixture of theory and practical elements.

## **THEORY**

### **Understanding the Media**

Participants will consider the different needs of the media - television, radio and print.

Understanding how the media operates, the needs of reporters and how to work effectively with those reporters, will give the participants a better understanding of the media process itself. The ability to recognise different types of reporters will also enable the participants to properly assess an interview situation and respond accordingly.

### **Tools and techniques for dealing with the media**

We will teach the importance of negotiating the parameters of the interview, identifying the reporter's objectives and preparing appropriate responses. This will be reinforced through recorded exercises.

### **Key Message Development**

This is the most important theoretical element of any media situation. We will focus on clarifying the message and delivering it with confidence. The participants will also learn how to define their message before the interview. (Our preparation with your expert assistance will be particularly valuable as we shall help the participants to identify the issues and how these issues can be approached and viewed from a positive perspective.)

## **PRACTICAL ELEMENT**

The practical element will be discussed with you prior to the training. Training will include some or all of the following scenarios:-

### **Telephone/Print Interview**

A reporter will often interview someone over the telephone on a pertinent business issue. It is important that the individual gets their personality across while presenting their message effectively. Through a process of playback critiques, we show the participants how to be helpful, control the situation and enjoy the interview.

These interviews may be conducted before the start of the course, to be analysed on the day.

### **Stand Up Interview**

Without the 'protection' of a desk, a stand-up interview can be a more stressful situation. The objective of this section is to allow participants to feel at ease with a camera/reporter combination. Playback critique will focus on reducing the stress and retaining a clear message.

### **Scrum Interview**

Knowing how to handle this particularly stressful situation can be a useful tool to anyone who encounters the media. Often there is a barrage of questions with little time to think. Sometimes the questioning can get quite aggressive. The pressure mounts.

Again, it is important to keep a clear focus on the message, not get rattled by the situation and maintain control. The focus of this exercise will be on giving the participants the experience of dealing with a "worst case" scenario successfully.

### **Radio Talk Show Interview**

Candidates will be interviewed in a talk-show setting. The emphasis here will be on listening to the proceeding and on being an active, constructive participant. Playback critique will focus on responding to the flow of the programme, not just transmitting your message in a vacuum.

### **Satellite Interview**

It can be quite disconcerting to face a lone camera, hear questions through a tiny earpiece, and still expect to be natural, relaxed and informative. Giving the client an opportunity to experience this interview format can be very useful.

### **The Crisis Interview**

It is not impossible to turn disaster into triumph. But the techniques must be practiced first for the participants to believe in themselves.

### **The Press Conference**

You may often invite the press to your offices - to publicise a change of operations or to answer a media campaign that may have damaged your reputation. Here you have the initiative. How do you keep it?

### **WRAP-UP QUESTIONS & ANSWERS**

This section consists of a recap of the basic Black Isle principles and an opportunity for participants to ask any questions that may not have arisen earlier.

*Note: Included in the cost for the one day media training programme is the compiling of all research material and the supplying of technical support, personnel and equipment*