

Media Training One-Day Program

Please note that this timetable should merely serve as an example of the way we could structure a workshop for you.

In other words, it is indicative rather than prescriptive.

We can add or subtract ingredients based upon your specific requirements.

0900-1100 How the media works. Media theory from section above. What the media is looking for. How to prepare for interviews. Story angles. Delivering key messages effectively. Dos and don'ts. The quotable quote.

How to handle a barrage of questions and contentious issues. What to do when you are under pressure. Voice projection and punctuation. Variations in tone. Breathing techniques.

Interactive session using videotaped examples of noteworthy interviews and exchanges with journalists.

1100-1115 Morning Tea.

1115-1245 The news interview. The quick grab. Short punchy interviews for print, radio, television and online media. A series of one-on-one interviews from friendly and more probing interviewers. How to present a positive and caring attitude. Critique and review each performance. Possibly incorporate a news conference and/or doorstep, should the client want.

1245-1330 Lunch.

1330-1500 The news interview (part two). Continuation of session from before tea break.

1500-1515 Afternoon Tea.

1515-1645 The current affairs interview. Lengthier, feature-length interviews for print, radio, television and online media. A series of one-on-one interviews in hostile and more favourable circumstances. How to maximise opportunities presented. Critique and review each performance.

1645-1700 Debrief. Questions and answers. Summary. Hand out take-home material.