

**Participant notes:** Dress as you would for a tv interview representing your organisation in a serious situation.

You do not need to prepare anything beforehand. There will be a comprehensive web-based handout at the end. Bring something to write with and on.

Please note the start time on your joining instructions. **We try to start promptly.** There will be regular short breaks throughout the day and half an hour is allowed for lunch. If you arrive late or leave early you may miss one or more of your interviews—an important aspect of the training which lasts around seven hours.

**Introduction:** What is a crisis to the media? How big does it have to be? What are the preferred newsworthy elements? The media mindset; Similarities and differences between the media and the way your crisis will be presented will be treated: national vs local, press vs broadcasters. Who wants news - or not. How to get attention - and stand out from the rest.

**The rapidly changing media and technology**—for better and worse. The decline of the printed newspaper; social media, especially Twitter and Facebook; citizen journalism; blogs; maintaining confidentiality and protecting data.

**Your 'sensitivities'** - the common disasters and crises every organisation could easily face. Your crisis plan—essential elements covering the media dimension. Who should respond to the media and when. Planning your initial media response.

The first line of media attack—your Achilles' heel. Coping with deadlines. The pros and cons of press conferences.

**Being reactive:** why have they come to you? What to do / avoid from the moment of contact.

**Kelly's Bow Tie Theory:** your overall approach to interviews means you'll never be left floundering or reduced to silence ever!

**Taking control of the reporter:** breaking the reporter's automatic power assumption. The five key questions to ask before agreeing to any media interview.

The Golden Rules of handling the media including the extraordinary **Magic Formula For Disaster** providing up to seven positive messages in any critical situation.

**Preparation:** Notes vs script. Responding to your opposition.

**Delivery:** Getting your message across in your first answer. Live vs pre-recorded. What extra to consider for tv appearance.

**Ice-breaking radio interview:** Illustrating five key aspects of every media interview - including effects of adrenalin and nerves. Learning to love silence.

**TV interview 1:** Good news, non-aggressive; "What do you do for your organisation?" but with some objectives to be achieved. Usually around 90 seconds with playback and critique.

**Reporters' tricks of the trade:** 12 ways reporters will try and confuse you, embarrass you or try and get more information from you - with the antidotes.

**TV interview 2:** Bad news, aggressive; using a crisis scenario based on the individual participant's responsibilities and job role. Usually around four minutes with playback and critique.