

Stimulating, thought-provoking, intensive, memorable

Participant notes: This is a thorough, intensive workshop to give you maximum confidence and competence to deal with the media effectively. Dress as you would for a tv interview representing your organisation. You do not need to prepare anything beforehand. There will be a comprehensive CD ROM handout at the end. Bring something to write with and on.

This should be one of the most important training sessions you will ever experience—please do your utmost to attend for the whole workshop. If you arrive late or leave early you may miss one or more interviews—a crucial aspect of the training. **Please note the start time on your joining instructions. We will start promptly.**

There will be regular short breaks throughout the day and half an hour is allowed for lunch. The workshop lasts around seven hours (plus breaks) if the normal maximum of six participants attend.

Note: This media training is mainly non-specific. You will go away knowing that the techniques and tricks learned here will stand you in good stead for dealing with any part of the media in any circumstances.

Introduction: What is News? The media mindset; similarities and differences between the media and the way it treats your news: national vs local, press vs broadcasters. **The dramatic changes in the media—good and bad news for you.**

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

Kelly's Bow Tie Theory: Your strategy to win every interview plus a sure way to deliver your first message in your first answer.

Taking control of the reporter: breaking the reporter's automatic power presumption.

The first four Golden Rules of interview including the extraordinary **Magic Formula For Disaster:** giving you up to *seven* positive messages in any crisis.

Preparation: Notes vs script. How to get attention. **Tricks of impact:** Six ways to more likely put you high in the bulletin and on the front page. Responding to opposition and pressure groups.

Delivery: Live vs pre-recorded. What extra to consider for a tv appearance: stance, body language (positive and negative), where to look, dress, spectacles, colours.

Ice-breaking radio interview: Illustrates several key aspects of all interviews - including effects of adrenalin and nerves. Emotion. The significance of the words; the power of silence.

Local Radio Telephone Interview: to test lessons learned so far, brief and friendly.

TV interview 1: Good news, non-aggressive: "What do you do for your organisation?" but with some objectives for you to achieve. 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 to get more information from you - with the antidotes.

TV interview 2: Bad news, aggressive interview: usually a scenario based on your responsibilities and job role. Typically around four minutes with playback and critique.

Summary of main points; completion of feedback form; final questions / discussion.

How media interviews can be good for your love life.