

This condensed, intensive workshop is for those who are likely to be thrust into the media for the first time or is a refresher for those with some experience.

Participant notes: Dress as you would for a tv interview representing your organisation. You do not need to prepare anything beforehand. There will be a comprehensive handout at the end. Bring something to write with and on.

Please note the start time on your joining instructions. Because this workshop is designed for people who can't spare the time for the normal, longer workshop **this session will start promptly.** If you arrive late or leave early you may miss one or more of your interviews—an important aspect of the training.

You should expect the workshop to take around four and a half hours if the usual maximum of six participants attend. There will be regular short breaks.

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: Your experience of the media. What you want from the workshop.

The way the different media will treat your news and a summary of media changes.

Recap on basic communication needs: Two essential elements of all communication (including every media interview) to ensure attention and engagement.

Being reactive: Why have they come to you? Are they out to get you? What to do / avoid from the first contact.

Kelly's Bow Tie Strategy: An overall approach to interviews which means you'll never be left floundering or reduced to silence ever! *How to be interesting!*

Taking control: breaking the reporter's automatic power assumption. What does the reporter want to achieve? What do *you* want to achieve?

The first four Golden Rules of interview including the extraordinary **Magic Formula For Disaster.** On/off the record; Is 'no comment' ever appropriate?

Preparation: Notes vs script. How to get attention. **Tricks of impact for you:** to more likely put you high in the bulletin and on the front page. Handling opposition.

Delivery: Body language. Getting a message across in the first answer. The shock of television and what extra to consider for a tv appearance. The smile tool.

Ice-breaking radio interview: Illustrates five key aspects of being interviewed - including effects of adrenalin and nerves. Learning to love silence.

TV interview 1: Good news, non-aggressive: "What do you do?" but with objectives to be achieved. Usually around 90 seconds followed by 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 using a scenario based on your responsibilities. Typically around four minutes followed by playback and critique.

How media interviews can be good for your love life.

We reserve the right to alter content dependent on media developments and time allocated.