

Media Skills Overview

seminar content

Participant notes: You do not need to prepare anything beforehand. There will be a comprehensive CD ROM handout at the end. Please note the start time on your joining instructions. **We try to start promptly.** There will be one or more breaks during the seminar.

Seminar objective: To give you a very thorough understanding of the modern media, the council's need to communicate effectively and how you can work with-in that to best advantage for you and the council.

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. Be sensitive to what you put in the public domain, and how; Fol. Security.

The dramatic changes in the media. Who wants news - or not. Citizen journalism; the internet; the decline of newspapers; blogs; RSS; social sites; New ways to get to your public. Do you want to reach young people? Your website developments.

First reactions: Why have they come to you? What to do / avoid from the moment of contact. **Taking control:** breaking the reporter's automatic power assumption.

Kelly's Bow Tie Strategy and butterfly trick: Your overall approach to interviews means you'll never be left floundering or reduced to silence ever!

The two **essential elements** of every media interview-what you must deliver.

The first four Golden Rules of interview including the extraordinary **Magic Formula For Disaster.** On/off the record. 'No comment'

Preparation: Notes vs script. Responding to your opposition and pressure groups.

Delivery: Body language. Live vs pre-recorded. Documentaries and studio discussions; what extra to consider for a tv appearance. Adrenalin and Nerves.

Tricks of impact to more likely put you in the bulletin and on the front page.

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.

Optional—delivered by Comms Team: The council's media guidelines: Your communications team; what they can and can't do for you.

Optional (around 15 minutes extra): Essential elements of an effective press release.

*This is dependant on time. Usually there is enough time.

Contents may vary depending on media developments and time allocated to the seminar.