

Media Briefing (David Bowen-Jones)

Introductions, Shape of day
Initial exercise - personal performance

Formats and Agendas

Regional, National and Trade Press

The writing/editing process

Print, TV & Radio Formats

Lifestyle	Business
News	News hooks
Investigative	Crisis
Trade	Feature

What is a story? Casting, format, audience, vocabulary

What you should know/What you should ask/What you need to decide

Control - Why TV control techniques apply to print

Target audience
TV interviews

Key messages - Three Ps: Principle, Proof, Personify

Written 3Ps -Construct your matrix

Interview: Press/Radio - set the agenda, deploy your system

Hooks: bringing Core Statements to life

Bridging, "Down the line"

Wrap

We may omit one interview round if we wish to spend longer on a particular aspect.

The TV recordings are designed to test the message development process that is taught in stages throughout the day. Running commentary for and by other course members or attendees during performance is part of the training method. We use the recordings of what happened for feedback notes and performance/message analysis.