

## MEDIA TRAINING OBJECTIVES:

Identify the communication strategy

Develop and check a consistent set of core statements that establish a distinctive position and properly address major issues facing the organisation.

Prepare spokespeople for handling television, radio, or press interviews in a variety of locations, e.g. face to face, down the line, telephone.

Enable participants to conduct confident interviews both with preparation and at short notice, and at a level which is appropriate to the situation.

Ensure that spokespeople are capable of projecting a positive and objective image and can foster good media relations.

Enable participants to handle aggressive or hostile behaviour through a combination of strategic and tactical positioning, personal skills and self-awareness.

## PRE-COURSE TAILORING

Each course is designed to meet the needs of the individuals who take part. This is achieved through evaluation of pre-course questionnaires for delegates, and through a half day's preparation and briefing meeting with the client to obtain a comprehensive understanding of the organisation's communication objectives.

## TRAINING STYLE

Trainers help trainees to realise their own potential and to focus their strengths and skills on delivering well-focused interviews in a wide variety of styles. Participants are guided through a series of graded exercises allowing trainees to build their confidence across subject areas which they know well. We encourage interaction between trainees and recommend a group size of between four and six.

Where possible, we believe that the courses should be carried out in an environment which will prepare delegates for appearing on television and radio programmes. We prefer to arrange that courses should be held in a working television studio.

## OVERVIEW OF COURSE CONTENT

Courses can cover television, radio and print. Each session will be highly participative, with constructive feedback and evaluation as an integral part of the programme.

The value of good and thorough preparation is that it allows spokespeople to control the agenda of the interview and to avoid situations where a poorly briefed or misinformed journalist tries to trap you in a corner. Interviewee performance can be greatly enhanced by good preparation and an understanding of the approach which the reporter/journalist brings to the subject matter. The training programme focuses both on learning and practising skills which achieve this.

### A - Preparation

Becoming familiar with the feel, adrenalin "rush" and equipment associated with mass media presentations

Awareness of body language, tone, expression.

Mental and physical preparation.

Understanding what journalists are looking for

Coping with different research approaches from the media

Shaping the message with core statements

Supporting materials

Handling "off-the-cuff" comments

Giving interviews without preparation

Core statements make the organisation's position clear and consistent. Prepared in advance, they provide the best ammunition for any good interview. The programme will prepare delegates with their own initial "core statements".

Prior to attending the course, the delegates may see a list of topics for their interviews so that they can bring relevant supporting materials with them. Trainees will also be asked to prepare some of their interviews in real-time during the course.

## B - Giving Interviews

The course will involve instruction and practice on the different styles which should be used for different media and different types of publication or programme, and in developing delegate self-awareness. Trainees can take part in the following role plays:

- Face to face interview with print journalist
- Telephone interview with the journalist (radio, print)
- Location radio interview
- Studio television and radio interviews
- Down the line television and radio interviews

Each set of interviews will be planned to fit with the areas which trainees indicate in their pre-course questionnaire is of importance to them. They will be based on real publications, from the local paper to a national paper's investigative department, and real television and radio programmes, from the breakfast television studio couch to the business programme, current affairs TV documentary or foot in the door interview.

## C – Use of social media

- Importance of using social media. Blog, tweet, forum or disseminate in other ways.
- Why it is called social media
- To lead or to follow, proactive or responsive - alternative strategies
- Threats and dangers
- When to stay silent
- Categories of communication – stories, events, lifestyles, issues, technologies, business
- Don't get eaten by techie tigers or bitten by social networking snakes.
- When and how to disengage from the forum rant
- Categories of communication – stories, events, lifestyles, issues, technologies, business
- Develop a personality
- Are you a champion?
- Implement AND adjust

## POST TRAINING

Each delegate will be sent digital video files of their interviews, plus course notes.

Using the "core statements" approach and encouraging further post training development of them with colleagues will generate greater consistency in the messages delivered by spokespeople. In particular, spokespeople will be prepared for hostile questioning and able to move the agenda on to discuss positive messages. Spokespeople will have the skills and confidence to evaluate different media approaches and pitch their messages to suit the programme or publication type and audience/readership.

We have trained in London (and the rest of the UK), New York, Paris, Toulouse, Geneva, Zurich, Moscow, St Petersburg, Dubai, Cairo, Bucharest, Prague, Berlin, Stockholm, Dublin, Weisbaden, Eindhoven and Singapore.

We have produced news or documentary broadcast TV in 52 countries.

## TRAINING TEAM

Trainer / Broadcaster - David Bowen-Jones

David Bowen-Jones is a highly experienced trainer who has a distinguished track record as a producer on BBC "Checkpoint", "Newsnight" & "Global Report", Granada "World in Action" and with the major US TV networks. He has directed factual TV programmes in more than 40 countries for most of the major world networks.

He graduated from Oxford University with a bachelor and master's degree. His grounding was as a film editor for eight years at the BBC working on programmes such as 'Panorama', 'Nationwide' and other investigative and current-affairs documentaries. His work gained 2 BBC special awards and an EMMY nomination.

He worked as a producer/director/reporter for various TV and Radio News channels and current affairs programmes including "BBC Newsnight", ABC News, ITN, Channel 4 News, Independent Radio News, Australian Broadcasting and TVam. Subsequently he won a high reputation as an Emmy-nominated producer/director specialising in TV investigative documentaries with World In Action, CBS, PBS Frontline, Roger Cook and the BBC. His investigations covered financial fraud, business malpractice, administrative incompetence and corruption in public bodies, political secrecy and inside stories on terrorist and guerrilla groups. He has worked in areas of acute political, commercial and legal sensitivity. He has interviewed eight heads of state, criminals, business leaders, sportsmen and members of the Taliban and Khmer Rouge.

As a business communications consultant he has written strategic development proposals for major British companies, edited and written specialist corporate magazines, programmed and authored multimedia presentations and produced live and TV presentations of all kinds, including annual results and other financial presentations.

Consultancy and production clients Government Chief Scientific Adviser, Institute of Psychiatry, Kings College, UK Gov Committee on Climate Change, BIS, Stem Cell Research Council, NERC, ERFF, National Savings, Dell, Motorola, Prudential, Eidos/SCI, Philips, Sony, Nokia, BMW, Rolls Royce, Lotus, Nissan, TAG McLaren, Chateau Online. He is an avid reader of history and of contemporary global and financial event analysis.

## ANNIE TURNER

Annie has worked as a freelance journalist since May 1995 and writes a monthly column on Europe for ***Military and Aerospace Electronics***, published by PennWell in the US. She also specialises in all aspects of communications and IT, and has written regularly for The Times, International Herald Tribune and Totaltelecom. Prior to her freelance career, Annie edited Communicate magazine for The Economist Group.

**SUSAN BOOKBINDER** -TV & Radio presenter and journalist, MD Zamala Communications -

Susan has been working at the highest levels of broadcast journalism for the last fifteen years. She has reported many historic moments in some of the world's most respected newsrooms; covering the Gulf War and the resignation of Margaret Thatcher at ITN, the fall of the Berlin wall, and the release of Nelson Mandela for LWT's network documentary series, "Eyewitness".

Susan is currently anchoring a major BBC radio news programme and regularly presents national and international TV news bulletins. She also presents radio phone-ins and television news location reports.

As a media trainer, Susan can offer the benefit of a wide range of experience of differing styles of interviewing as well as a valuable insight into what journalists want from an interview.

Clients include Dell, Merrill Lynch, Direct Line, various Local Government authorities, National Savings, Rolls Royce