

## **PRE-MEDIA TRAINING QUESTIONNAIRE**

We would be grateful if you would please complete the following questionnaire so we can tailor the Media Training course to your needs.

**Name**

**Position**

**Main areas of responsibilities :**

**Immediate objectives:**

**Previous training**

Have you been media trained before?

If yes, in what fields? Online/Print/Radio/TV

If yes, when and where was the training carried out?

**Media experience**

Have you done media interviews (in all fields) previously? If yes, which interviews have you done in the last 3-6 months?

What do you feel are your strengths in media interviews?

What do you feel are your weaknesses?

Are there any particular areas on which you would like to improve?

**Future media opportunities**

Do you have any planned interviews coming up in the future? If yes, with whom and on which subjects?

Are there any specific projects or events coming up for which you will have to do media interviews? What will be the key issues?

What are/will be the main subjects of your interviews?

What will be the main media outlets that you will deal with in the future? (e.g. Edge, Wired, FT, Marketing Week, BBC, US TV networks, business bcast/webcast, etc)

Which of the following formats are your interviews most likely to take? (tick as many as relevant)

*Planned telephone interview*

*Reactive/unplanned telephone interview*

*Planned print interviews*

*Reactive/unplanned print interviews*

*Pre-recorded TV , online or radio interviews*

*Live online, TV or radio interviews*

**Issues**

Are there any particularly 'difficult' issues that you might have to address with the media?

Please list any particular subjects/issues that you would like to suggest for interview exercises. (Please attach relevant briefing material for Bulletin journalists involved in training)

Have you encountered any problems with the media? If yes, please give as much detail as possible.

**Other**

Please give us details of any other special requirements in the space below (continue on separate sheet if necessary).

Many thanks for your help!

**Please return via email to [dbj@tvpp.tv](mailto:dbj@tvpp.tv)**