

Managing the Media: Course Outline

Session one **10 – 11.30**

Welcome and introductions.

What is a news story? A simple answer to a complex question.

How journalists see news items, what they need to make them work, and your part in building a successful story.

The importance of the angle for a journalist, and how to find angles within your company or organisation that will appeal to a news editor.

The most common means of communicating with the media, the press release, and how to write one that grabs a journalist's attention within seconds.

Break

Session two **11.45 – 13.00**

The different forms of media encounter and how to manage them; from live to recorded interviews and press conferences.

The importance of images. How to stage photo opportunities that work for all media outlets, from newspapers to online and television.

The inside track on how a journalist prepares for an interview, plans their questions, and insights into predicting what you are likely to be asked.

Using that to prepare for the interview. Being ready with a clear and resonant message, including well-rehearsed soundbites and quotes.

What social media platforms you should be on, and maximising the impact of your message with the minimum use of time by adapting a soundbite for the online world.

The use of pictures and video to give your social media posts the maximum impact.

Lunch

Session three

13.45 – 15.00

The different forms of interview, from the gentle recording of a short soundbite to full length, hostile interrogations.

How to deal with tough questions, exploring important issues ranging from your tone of voice to your body language.

What to wear and how to present yourself to the media.

The advantages of keeping it short and simple, avoiding the trap of silence, and how to restart an interview if you say something you don't like.

How to build a relationship with select journalists and use that to promote your message.

Tea break

Session four

15.15 – 16.45

Intensive interview training. One to one showdowns with an aggressive reporter and a television camera in your face, based on realistic scenarios for your role.

Interviewees' performance will be recorded and played back to analyse progress and learn lessons, with interviews repeated if necessary.

Roundup, discussion and questions

16.45 - 1700

The day is highly interactive and filled with exercises, to give you real life experience of the media and how journalists operate.

It can be adapted at your request, so more time is spent on the areas of particular interest to you.

The course can also be delivered as a half-day session, featuring only some of the areas, according to your needs.

Numbers are limited, to ensure individual attention for participants.

If you have any questions email andrej@ediamerge.co.uk or call 01223 750705