



Local Government Training Group

MEDIA TRAINING

This one-day workshop is designed to ensure that you are equipped with the requisite skills to help you to be better prepared when handling a media interview.

TRAINER: Una McSorley, Marcomm

You will learn:

- To understand the journalist's agenda, needs and language
- How to tailor their preparation to successfully control an interview
- How to handle different interview scenarios, including:
 - reactive/proactive
 - inexperienced and experienced interviewers
 - the negative interview
 - using soundbites versus in-depth approaches
 - personal versus corporate interviews
- The skills and techniques through, practical experience and role play, for handling different types of interviews - radio, T.V. live and recorded
- The impact of their own personal style through the provision of feedback. How to define their message and get it across with style and confidence
- To anticipate and answer difficult questions
- How to use body language to maximum impact including clothing, eye contact, voice and language skills
- To take the fear out of media interviews through practical experience.

Course participants will experience handling the media from a very practical point of view.

With the emphasis firmly on practice and detailed feedback, each participant is put through a series of true-to-life interviews, building their confidence and preparing them for the real thing.

Each participant will have the opportunity to experience a minimum of three media interviews and they will be able to review their performance at the end of each. Interview 1 will be a gentle three-minute recorded interview followed by a more intensive 2-minute recorded interview culminating in a minute and a half live interview.

One of the unique features of the workshop is that participants will also have the opportunity to see their first interview edited into a short package, as if it were going to be broadcast that evening.

On completion of the workshops participants will receive a DVD of their 3 interviews and the edited broadcast piece. They will also receive a workbook summarising the workshop.