

program outline



Media Skills

Objectives:

- To improve confidence and control when dealing with the media
- To improve preparation and practice to deliver your key messages
- To help support people assist media spokespeople prepare for media interviews

Content:

- Understanding the media and what they want
- Planning an interview
- Deciding when to speak and when to say nothing
- Interviewing skills
- Getting your message across
- Delivery skills (Including dress, your voice and how to look on camera)
- Journalists' tips and tricks they might try
- Handling and running a press conference
- Speaking to more than one journalist at a time
- Video examples of media situations
- Different media strategies
- Role plays and specific media exercises
- Practice
- (specific skills practices with interview questions tailored to their industry and issues)

Outcomes:

Through our media skills training your people will:

- Understand how the media works
- Understand the demands of different media – print, radio, and television
- Learn how to be "good media talent" that the media will turn to time and time again
- Be more proactive in spreading your message through the media
- Take greater control of media interviews
- Prepare for handling more difficult media situations
- Practise and improve their skills in realistic interview exercises – print radio and television

We customise and tailor to your specific requirements. For more information please call us on 9844 2999 or e-mail talkforce@talkforce.com.au.