

## SAMPLE MEDIA TRAINING COURSES

### Title

Up Close and Personal – going one-on-one with the media

### Objectives:

To provide one-on-one interview experience to key and senior members of organisations who may consider their work activity to be under media scrutiny – or potential media spotlight.

### Facilitators:

(one or more of the following – as per client request):

Experienced broadcast journalist Nick Pandolfi

Award winning journalist or former Media Liaison RAF officer

Former Deputy Magazine Publisher

### Time frame:

9.30 Welcome and explanation of the session ahead

9.45 Good Cop? Bad Cop? Exploring the possible pitfalls of live interviews

10.30 Down to business – An interview tutorial

11.15 Coffee

11.30 Practice interviews

12.15 Feedback and questions

12.45 Close

### Title

Facing the Media – an insight into interview techniques

### Objectives:

To help members of corporate and charitable organisations gain a broad understanding of the functions of the media and to enable them to experience the interview process first hand.

The course enables delegates to direct questions to members of the media and also to begin to explore ways in which they can take a more proactive approach to media liaison.

### Facilitators:

Experienced broadcast journalist Nick Pandolfi

Award winning journalist or former Media Liaison RAF officer

Former Deputy Magazine Publisher

Time frame:

- 9.30 Welcome and explanation of the day ahead
- 9.45 Why should I care, and how do I prepare?
- 10.15 Introduction to print journalists
- 10.30 Interviews
- 11.15 Coffee
- 11.30 Second interviews
- 12.15 Feedback and questions
- 12.45 Lunch
- 1.15 Introduction to broadcast journalists
- 1.30 Interviews
- 2.15 Coffee
- 2.30 Second Interviews
- 3.15 Feedback and questions
- 4.00 Your action plan – press releases and proactive media courtship
- 4.20 Final questions
- 4.30 Close

Title:

You and Yours – Communicating within, and at large

Objectives:

To enable members of corporate and charitable organisations to explore ways in which they could better handle press interaction, and also how they could better communicate their own news to their staff.

The course discusses issues such as good and bad press interaction, the use of newsletters and PR policies, and the identification of a requirement for PR support (in-house or external).

Facilitators:

Award winning journalist and PR director  
Former Media Liaison Official from RAF  
Former NHS and Charity Trainer

Time frame:

- 9.30 Welcome and explanation of day ahead
- 9.45 What makes good internal communication?
- 10.15 What techniques might you use?
- 11am Coffee
- 11.15 Getting it right
- 11.45 Getting it wrong
- 12.15 Questions and your problems posed

- 12.45 Lunch
- 1.45 Extending that policy beyond your door
- 2.45 Mock interviews
- 3.30 Reactive and Proactive press techniques
- 4.15 Final questions
- 4.30 Close

Title:

Disaster Response – A bespoke approach to your media handling

Objectives:

To enable an organisation to experience the pressured environment of being on the receiving end of the press.

This is a fun but hugely productive day which involves ECP setting a 'mock disaster' for your team to react to (related to your industry or sector).

They will face real journalists and be assessed on their reactions.

It will teach you and your colleagues an enormous amount about the strengths and weaknesses of your PR principles to date.

Facilitators:

Award winning journalist and PR director

Variety of print and broadcast journalists

Former Media Liaison Official from RAF

or

Former NHS and Charity Trainer

Timeframe:

9.30 Welcome and explanation of the day ahead

10am How does the press work?

10.30 Companies who got it spectacularly right – and those who got it wrong.

11.15 Coffee

11.30 DISASTER BEGINS

1.15 Role play break for lunch

1.45 DISASTER RESUMES

2.30 End of role play. Coffee.

3pm Debrief and role play questions

3.45 The way forward for your organisation

4.15 Final questions

4.30 Close