



Media Interview Training

**A one-day workshop for PR professionals
who either speak for their company/clients on broadcast media
or advise the line managers who do so**

PROFESSIONAL
£435*



*For companies in the PRCA or delegates in the CIPR. Full price £515+VAT.

Aims of the course

Delegates get a framework for handling live and recorded interviews in front of a camera, and behind a microphone. The course also covers personal appearance, how broadcast media are organised, delivering key messages and bringing the media back for more.

Interviews are recorded on camera and tape on a series of specially prepared scenarios.

Delegates learn how to:

- Remain calm and in control
- Deliver good and bad news
- Get a message across effectively
- Control media interviews, whether they are down the line, recorded or live on air
- Understand and manage the sound bite
- Avoid going off the point
- Choose what to wear and what to avoid wearing when on camera
- Become a useful contact



PR Training Provider

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

COURSE CONTENT

PR and the Broadcast Media

Understanding the common ground between the media and the public relations industry. How to identify clearly the boundaries where interests diverge.

An overview of radio and television interview techniques. How each forum can be used to align your agenda with that of the interviewer.

Down-the-line and Radio Interviews

Specially prepared scenarios teach delegates how to prepare for interviews and then to think on their feet during down-the-line interviews.

Mistakes are made in private, where most can be learned from them.

The TV Interview

An examination of the particular problems and power of the television interview, both live and recorded.

Delegates role-play specially prepared scenarios to give a "live, on-site television interview". Performances are analysed by both the tutor and the group.

Bringing Them Back for More

How to ensure that the media comes back for more. Building the discipline of learning from each performance and cultivating your contacts in the broadcast media.

Plan your training

Media Interview Training is a public workshop on the skills needed to impress in media interviews.

It is complemented by our bespoke corporate training, where up to four executives are individually coached with scenarios from their own environment.

Top level coaching is priced and designed project by project.