

Giving Successful Media Interviews

This comprehensive course is aimed at anyone who might have to represent their company or industry in public in a media interview. It includes extensive scenario-based practical exercises so that delegates will feel confident they can use TV, radio and print interviews to promote their company or industry effectively. They will learn how to deal with negative news stories, and to use the media successfully to communicate more positive stories to their target audience.

Course Outline:

- How to reach the right audience
- How to predict the questions
- Preparing for an interview
- Print, Radio and TV interviews
- Presentation skills
- Damage limitation
- Controlling the interview agenda

Course Objectives:

- To learn the techniques for getting messages across in all media interviews
- To rehearse different types of interview in a secure environment with full advice and feedback
- To understand exactly what a journalist will be looking for in an interview and prepare for it
- To feel confident in any media interview situation
- To be able to limit the potential damage of negative publicity

Target Delegates:

- Anyone acting as a company spokesman or industry representative
- Politicians
- Senior management who may have to deal with the media in public

Duration: 1 day.

Number of Delegates: 6

Tutor: James Filleul is a former news editor of BBC Jersey, where he managed a team of journalists and set the daily news agenda. He is now the Managing Director of Direct Input, a Channel Island PR and Training company, which runs specialist communications courses. James is a high-profile figure in the Island's business communities. He has hosted the annual Institute of Directors awards dinner, presented Chamber of Commerce debates and is a regular public speaker at a variety of corporate functions.

Media Refresher Course

This ½ day course is aimed at anyone who has attended a media training course in the past and wants to refresh their skills, or who feels confident in their media interview handling but would benefit from the opportunity to practice in a secure environment. It would also suit those who have trained or had experience outside the Channel Islands and would like to localise their skills.

It involves a refresher session on the theory behind giving effective media interviews, and then rehearsing a series of realistic interviews for TV, radio and print based around a fictional scenario, which can be tailored for an individual company.

The course is designed to help delegates improve their existing media skills as well as giving them the chance to practice and make sure they are always ready to take a phone call from the media.

Course Outline:

- How to predict the questions
- Preparing for an interview
- Communicating key messages
- Sticking to your agenda
- Promoting and defending
- Presentation skills

Course Objectives:

- To refresh the techniques for getting messages across in all media interviews
- To rehearse different types of interview in a secure environment with full advice and feedback
- To understand exactly what a journalist will be looking for in an interview and prepare for it
- To feel confident in any media interview situation
- To get across positive messages through the media
- To be able to limit the damage of negative publicity

Target Delegates:

- Anyone acting as a company spokesman or industry representative
- Politicians
- Senior management who may have to deal with the media in public

Duration: Half-day

Number of Delegates: 6

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Media Awareness Course

This essential half day course provides a thorough introduction to the basic theory behind dealing with the media. Delegates will be taught media skills which will ensure they are ready to take a phone call and deal with an enquiry from a member of the press. The course will include information on the local media, how they operate and what journalists look for in a story. It will cover the basic rules for writing effective press releases.

Delegates will also be taught how to research and prepare for a media interview or brief others on how to talk to the media.

Course Outline:

- Understanding a journalist's objectives
- Dealing with the media
- Preparing for an interview
- Producing effective press releases
- Communicating key messages

Course Objectives:

- How basic press and public relations work and why it is important to your organisation
- Basic rules for writing effective press releases including, style length, structure and how to follow up
- How journalists work and what they need from your organisation in order to maximise your chances of gaining coverage
- To understand exactly what a journalist will be looking for in an interview and how to prepare for it

Target Delegates:

- This course is aimed at people with little or no previous experience of either public relations or working with the media.
- This course would benefit anyone who has been given responsibility for generating publicity for their company but are not sure where to begin
- Anyone involved in preparing press releases and speaking to the media on an ad-hoc basis
- Anyone responsible for briefing senior colleagues on speaking to the media

Duration: Half-day

Delegates: 12

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‘Down-the-Line’ Interviews

The ‘down-the-line’ interview has become one of the most commonly used formats in TV news today. It allows guests or multiple interviewees to be interviewed via satellite at locations all around the world at relatively low cost.

For an interview of this nature the presenter is usually in a studio and you are either speaking from a remote studio or out on location. You will have to wear an earpiece and you can’t usually see the interviewer. It is not surprising then that this is a difficult format to master.

This course will teach delegates how to look natural and relaxed when staring into a camera lens. Delegates will understand the different pressures involved in this type of interview and how to cope with the demands before agreeing to take part.

Course Outline:

- When to agree/refuse to a ‘down-the-line’ interview
- How to cope with the earpiece
- What to expect when you arrive on location/at a remote studio
- How to prepare for a ‘down-the-line’ interview
- On-air behaviour, greetings and closing remarks
- How to cope with multiple interviewees

Target Delegates:

- Anyone acting as a company spokesman or industry representative
- Politicians
- Senior management who may have to deal with national and international media

Duration: 1 day

Number of Delegates: 6

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Creative Writing for Publications

How many of the articles, websites or publications that cross your desk every day hold your attention and captures your imagination? This half-day workshop on writing creatively for features, business publications and websites will teach you the skills for producing effective and imaginative copy. The course will explain the golden rules for creative writing, the use of good vocabulary and how to research and write powerful case studies that attract attention and ultimately get published.

The course will explain the different writing styles and how 'authors' can achieve the right voice and tone for their intended audience. Delegates will learn different skills and techniques to capture reader's attention from the first paragraph, including use of quotations, statistics and analogies. The course will also concentrate on communicating key news and sales messages in different ways.

Course Outline:

- Guidelines for creative writing – the golden rules
- Voice, tone and vocabulary – how to reach different audiences
- Feature writing - dropped intros, quotations and analogies
- Researching and writing powerful case studies
- Creative writing for websites
- Editing – the tools to sharpen up copy and write to length

Target Delegates:

- Anyone responsible for preparing newsletters, articles, brochures, features and website copy
- Anyone tasked with raising the media profile to gain recognition for products, services or aims
- Marketing managers and executives and MarComs managers and executives
- This course is a follow on from Direct Input's 'How to produce effective PR copy course'

Duration: Half-day

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How to Produce Effective PR Copy

Writing effective copy is a real skill – and this half-day course will show you how to do it. Taught by highly experienced former journalists and trainers, delegates will learn how to write simply and effectively; they will be given insights into what a journalist actually requires from a good media release, and how to appeal to the reader of a newsletter, brochure or article.

Many companies rely on the written word for communicating with key stakeholders such as directors, staff, customers and the media. This course will give delegates the knowledge they need to make sure their writing is as effective as it can be, and then put them through a series of practical exercises designed to demonstrate what they have learned in realistic scenario.

It will suit anyone who writes on behalf of their company or organisation, and covers writing for media releases and newsletters. This course provides a thorough grounding in key skills and these can be developed by attending Direct Input's course: Creative writing for publications.

Course Outline:

- How to write with clarity, confidence and consistency
- Guidelines for clear and succinct writing for all formats
- Understanding the media – what they want, when they want it, and how to provide it;
- When to use a media release, how to structure it, and what to include
- Producing effective newsletters – how to manage them from plan to publication

Target Delegates:

- Anyone responsible for preparing media releases, newsletters, articles or brochures
- Marketing Managers, Executives and Assistants

Duration: Half-day

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