



Media Interaction

Highly participative course addressing print, radio and TV media

Saying "No comment" gives the media carte blanche to write and say whatever they like about you – why give them that opportunity?

This course gives leaders sufficient knowledge and confidence to gain maximum corporate advantage from any media encounter – whether a crisis management response or part of a pro-active promotional strategy.

Who should attend?

People who are responsible for representing their organisations to the public. Such leaders are often called upon to demonstrate superior communication skills in challenging environments, a situation reinforced by the rapid spread of radio and television.

Overview

This course is delivered by a highly professional team of four specialists, including print and film journalists and a professional TV camera crew. Fictitious stories closely relating to situations delegates might be expected to encounter are specifically developed for each client.

- Explanation of how the various media work – what they are looking for and how you can help them
- Telephone interview with news print journalist
- Radio interview (recorded to video)
- TV interview (recorded to video)

Outcomes

Delegates acquire new skills in a confidential and supportive environment by partaking in realistic interviews with both newspaper reporters, radio and television presenters:

- Avoid distractions – stay "on message"
- Better use of "air time" – say more with less

Duration	Maximum Class Size	Course Code
One day	Three delegates	03MI

"Fantastic trainer, hugely experienced, respectful and respected. Fantastic contribution towards extending my abilities and preparation for work with the media."

Jack Miller, Community Foundation for Merseyside

Active Presence Limited PO Box 172 Wirral CH29 9AG UK T: +44 (0) 151 625 4655

E: info@activepresence.co.uk W: www.activepresence.co.uk

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