

Getting your message across successfully on television and radio is crucial in today's media driven world. This unique course simulates the real thing - lights, microphones, journalists, awkward questions and tension so that when it comes to a real interview, you'll know exactly what to do. The course includes a telephone interview for print media, a radio interview, a 'live studio' television interview, a 'door step' television interview and a 'down the line' television interview. This course is a combination of informed advice from media experts and practical interview experience and has been designed to help you define, refine and deliver your story.

This course is delivered by an extremely experienced journalist with over 20 years experience covering stories on a local, national and international level. As a contributor to Radio 4's flagship Today programme as well as news bulletins on Five Live, BBC Breakfast News, News 24 and BBC World Television, the tutor brings a wealth of media experience and expertise to help you project exactly the right image and message.

Course Information

Duration:	One day	Location:	London
Cost:	Public course: £325 plus VAT Individual tuition: £495 plus VAT	Dates:	Please call 020 7359 9880 or visit www.lcmj.co.uk

Course Outline

Morning session

- Introduction
- Media interviews - ordeal or opportunity?
- Three core building blocks: clarity, confidence and control

Understanding news values

- What makes a story?
- Who is the audience?
- Why some stories are featured and others are not
- Getting your point across
- Identifying key messages relevant to your area of expertise
- The bottom line
- Establishing 3-5 key points

Interview techniques

- Dealing with difficult questions
- Moving on to positive ground
- The ABCD formula for answering questions: - Acknowledge the question - Build a bridge - Take control - Dangle information designed to steer the journalist away from negative territory
- How to deal with crisis situations
- The three Rs: reason, regret, remedy
- How to show concern without necessarily accepting responsibility
- Legal implications

The Telephone Interview

This interview is designed to give you the opportunity to steer the story, to guide the journalist and establish some pithy quotes. This is an interview given for print media

- Preparation for a telephone interview
- The interview(s)
- Playback and critique of interview

The Radio Interview

This interview is designed to tailor your message to broadcast (not print) media.

- Preparation for a radio interview
- The interview(s)
- Playback and critique of interview

Course Outline (continued)

Afternoon session

The 'Live Studio' television interview

This interview is designed to improve television presentation techniques and covers:

- Do's and don'ts of television • Understanding the medium and its limitations • Relaxation exercises
- What to wear • Facial expressions • Breathing • Voice projection • Preparation for a three minute television interview • The studio interview • Playback and critique of interview

The 'door step' interview

This interview is designed to catch the interviewee off-guard. Interviewees are encouraged to be assertive and to provide holding back answers until hard facts can be established. If you are happy for us to do so, we may ask for input from your PR department regarding the content of this interview.

- Preparation for a 'door step' interview • The interview • Playback and critique of interview

Soundbites

- How to use soundbites • Soundbite examples • Preparing soundbites • Delivering soundbites • Test soundbite interview • Critique of interview

The 'down the line' interview

This interview will highlight the techniques required for dealing with down the line television interviews facing only a camera in a remote studio.

- Preparation for a two minute 'down the line' interview • The interview • Playback and critique of interview

Questions and answers