

Dealing with the Media - Communication Skills for Broadcast Interviews

Online Course Guide



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Zoom Joining Link

Topic: Dealing with the Media

Time: Apr 26, 2023 09:30 AM London

Join Zoom Meeting

<https://us06web.zoom.us/j/87525831718>

Meeting ID: 875 2583 1718

How to use Zoom Guide

All our courses are run exclusively via Zoom. If you are unfamiliar with Zoom and do not have it downloaded, you can find instructions on how to download and operate it via the link below.

<https://gov-pd.co.uk/event-guide/zoom-guide/>

How to Claim your CPD Points

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<https://cpduk.co.uk/request-a-certificate>

Our Loyalty Discount

This discount entitles attendees to a 20% discount on any future conference/training course being run by GovPD in the next 12 months.

Please quote code **EVENT20** at the start of your booking.



Welcome Letter

Dear Delegate,

Welcome to the Dealing with the Media online course with Kate Betts. We hope that you find this course useful and productive to enable you to understand how and when to engage with the media.

Throughout the day delegates will study how to effectively structure key messages while preparing for difficult and awkward questions. Facilitated discussions will review good and bad practice with reference to case studies and examples.

Please ensure you have the Zoom application downloaded onto your chosen device at least 48 hours prior to the event. If you have any troubles with this, please contact Reuben via email or telephone: Reuben.Carr@govpd.co.uk or 0330 912 7515.

We hope you have a rewarding and enjoyable day.

Yours Truly,

GovPD



Agenda	
09:20	Registration and Networking
9:30	Trainers Welcome Address
09:45	- Media Interview – why bother? - Why does the media carry out interviews? - What will you be asked? - Why should you do an interview? What's in it for you?
10:15	- Media Interview - Tips and Tricks - Off the record? Is there ever such a thing? - Should you say 'no comment'? - Watch your jargon! Think of your audience
10:30	Break
10:40	- Key messages - How should you respond to questions? - What are key messages and why do you need them? - Consideration of forming key messages
11:10	- Key Messages Continued - Exercise to prepare suitable key messages - Exercise to practise delivering key messages in a broadcast interview-type situation. Interviews can be recorded and played back for self, peer and trainer review. - The importance of tone of voice, and not just message, in a radio interview
11:40	Break
11:50	- The Bridging Technique - How to deal with awkward questions – the bridging technique - Exercise to practise using the bridging technique
12:15	- Preparing for an Interview - How much do you need to prepare? - What do you need to know? - How do you brief someone else doing an interview? - Exercise to practise using the bridging technique in a broadcast interview-type situation. Interviews can be recorded and played back for self, peer and trainer review.
12:45	Lunch
13:30	- The Reactive Interview - Key messages in a negative or crisis situation - The importance of showing concern - Other considerations around negative interviews

14:30	• Break
14:40	• The TV Interview ◦ The format of recorded TV interviews and the importance of the 'soundbite' ◦ Considerations around location, tone and appearance for broadcast interviews
15:20	• Trainer's Summary and Close

The speaker presentation will be made available to download on completing the post event survey which will be emailed to you within one week after the event.

Presenter Biography

Kate Betts

Kate is a former journalist, who now specialises in crisis media management. She is an associate trainer at the Cabinet Office Emergency Planning College and for the Chartered Institute of Public Relations. Her journalistic experience includes working in newspapers, for the BBC and for commercial television. Kate is a BBC-trained video-journalist and has made features for BBC Radio 4. She has also taught print and broadcast journalism at the University of Sheffield and is the director of an award-winning PR agency.

**Thank you for attending.
We hope you found the day interesting and insightful.**

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