

Broadcast Skills: TV & Radio Interview Training

■ Description

A workshop for 4 people with plenty of hands-on experience and exercises covering:

- What makes a good news story
- Conveying key messages and soundbites
- Preparing for and undertaking interviews on radio and TV
- Handling challenging questions

■ Aims

The session focuses on effective preparation for radio and TV interviews and offers practical tips and advice on how to handle journalists and media interviews. The main thrust of this session is the effective preparation and delivery of key messages in both a proactive or challenging interview situation. Delegates will gain a real insight from Mosaic's trainer into what journalists are looking for, as well as practical interviews for radio and TV together with plenty of constructive critical feedback on content and presentation.

■ Course Programme

MORNING

Interview preparation workshop

- Understanding the opportunity
- Key messages & sound bites
- The difference between print & broadcast interviews
- The difference between live and pre-record

Key message development

- Five key messages

Radio Interviews

- Practical one-to-one interviews
- Feedback – an opportunity to learn from mistakes and improve

AFTERNOON

Preparation for a TV interview

- The TV sound bite
- Presentation – what not to wear
- Body language

TV interviews (inside or outside/onsite)

- Practical one-to-one interviews
- Feedback – an opportunity to learn from mistakes and improve

**course can be tailored to cover 'down-the-line' and studio-style interviews*

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