

# Press & Radio Skills: Media Interview Training

## ■ Description

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

- What makes a good news story
- Conveying key messages and soundbites
- Creative quotes
- Clever photo ideas
- Preparing for an interview
- Opportunities with radio
- Radio techniques

## ■ Aims

The session focuses on effective preparation for press and radio and offers practical tips and advice on how to handle journalists and a media interview situation. 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' trainers into what journalists are looking for, as well as practical one-to-one interviews together with plenty of constructive critical feedback on content and presentation.

This course will give delegates practical advice on how to promote themselves and their organisation through the media, gain confidence and a feeling of control about media interviews, and gain an insight into the way the media machine works.

## ■ Course Programme

### **MORNING**

What makes news and what journalists are looking for

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

Press style interviews

### **AFTERNOON**

Radio interviews

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

Handling difficult questions

## **Mosaic Media Training**

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