



Broadcast Skills – Radio & TV Interview Training – Full Day

▪ Overview

Broadcast skills training is essential if you are a spokesperson for your organisation, to help you prepare your key messages, preserve your organisation's reputation and avoid common pitfalls. Practical radio & TV interviews lie at the heart of this course with plenty of constructive feedback, using scenarios that are relevant to you to make the training 'as real as it gets'. Your trainer is former BBC TV and radio reporter Karen Ainley who will teach you all the tips and techniques you need to help you manage radio and TV interviews effectively.

▪ Programme (based on 4 delegates)

Welcome, introductions and outline of the day
What makes news / what are journalists looking for
Preparing for an interview and role of the comms team

- Understanding the opportunity
- Preparing for an interview
- Key message development
- Quotes and soundbites
- Live v. pre-record
- Handling difficult questions

Preparing for a radio interview – key message prep and top tips
Radio interviews (recorded) x 4
Interview feedback

Preparing for TV interviews – top tips, body language, appearance
TV interviews x 4
TV interview playback and feedback

Second TV interview preparation
TV interviews x 4
TV interview playback and feedback
Questions and close

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