



## Print and Radio Skills Training

### ▪ Overview

Our tailor-made course is a workshop with plenty of hands-on experience and exercises. You will learn what makes a good news story and how to convey key messages. You'll discover how to craft soundbites and quotes and identify creative photo opportunities. We'll also teach you how to prepare for an interview and how to make the most from a radio opportunity.

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. Using relevant scenarios we'll look at effective preparation and delivery of key messages in both a proactive or challenging interview situation.

Delegates will gain a real insight from our trainers into what journalists are looking for, as well as practical one-to-one interview experience 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.

This course is available as face to face training or online via Zoom or Teams.

### ▪ Programme

What makes news and what journalists are looking for

Interview preparation workshop

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

Key message development

- Five key messages

Cont...

#### Print media interviews

- Technique and delivery

#### Radio interviews

- Your technique and tone
- Practical one-to-one interview experience
- Feedback – an opportunity to learn from mistakes and improve

#### Handling difficult questions

### **Mosaic Media & Marketing Training**

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