

## Media Training Itinerary TV & Radio

9.30	<p><b>Informal greeting</b></p> <ul style="list-style-type: none"> <li>- Coffee and introductions</li> <li>- What the day is about</li> <li>- How the media works and how to make it work for you</li> </ul>
9.45	<p><b>Radio Workshop 1</b></p> <ul style="list-style-type: none"> <li>- How to approach an interview, preparation, jargon</li> <li>- Explaining complex issues in a nutshell / giving examples</li> <li>- Radio interviews. Delegates have their first shot behind the mic!</li> <li>- Playback and analysis</li> </ul>
10.30	<p><b>Radio Workshop 2 : Planning your interview</b></p> <ul style="list-style-type: none"> <li>- Avoiding common mistakes</li> <li>- The 3 Key Points</li> <li>- Different types of interview: Press, OBs, studio, 'down the line'</li> <li>- Answering difficult questions.</li> </ul>
11.15	<b>Coffee</b>
11.30	<p><b>Working in Groups, Prepare for interviews on your own specialised subject area.</b></p> <ul style="list-style-type: none"> <li>- What information you need to get across in your interview</li> </ul>
11.45	<p><b>In- depth interviews</b></p> <ul style="list-style-type: none"> <li>- Delegates do recorded radio interviews</li> <li>- The phone-in!</li> <li>- Playback and discuss</li> </ul>
1.00	<b>LUNCH</b>
1.30	<p><b>Introduction to Television</b></p> <ul style="list-style-type: none"> <li>- Body language and signals – look and feel comfortable</li> <li>- What <i>not</i> to wear!</li> <li>-Types of TV interviews – outside broadcasts, studio, down the line</li> </ul>
2.15	<p><b>TV Workshop 1</b></p> <ul style="list-style-type: none"> <li>-Short TV interview</li> <li>-Feedback on TV interviews</li> </ul>
2.55	<b>Working coffee break</b>
3.00	<p><b>TV Workshop 2</b></p> <ul style="list-style-type: none"> <li>- Hostile interviews &amp; dealing with difficult questions</li> <li>- Crisis Management</li> <li>- Down the Line TV interviews/ Outside Broadcasts / Studio</li> <li>- Preparation for main interview</li> <li>- 'Keynote' interview</li> </ul>
4.00	<b>Playback and analysis</b>
4.30	<b>Debrief, Questions &amp; Answers. Finish</b>