

Giving Successful Media Interviews

This comprehensive course is aimed at anyone who might have to represent their company or industry in public in a media interview. It includes extensive scenario-based practical exercises so that delegates will feel confident they can use TV, radio and print interviews to promote their company or industry effectively. They will learn how to deal with negative news stories, and to use the media successfully to communicate more positive stories to their target audience.

Course Outline:

- How to reach the right audience
- How to predict the questions
- Preparing for an interview
- Print, Radio and TV interviews
- Presentation skills
- Damage limitation
- Controlling the interview agenda

Course Objectives:

- To learn the techniques for getting messages across in all media interviews
- To rehearse different types of interview in a secure environment with full advice and feedback
- To understand exactly what a journalist will be looking for in an interview and prepare for it
- To feel confident in any media interview situation
- To be able to limit the potential damage of negative publicity

Target Delegates:

- Anyone acting as a company spokesman or industry representative
- Politicians
- Senior management who may have to deal with the media in public

Duration: 1 day.

Number of Delegates: 6

Tutor: James Filleul is a former news editor of BBC Jersey, where he managed a team of journalists and set the daily news agenda. He is now the Managing Director of Direct Input, a Channel Island PR and Training company, which runs specialist communications courses. James is a high-profile figure in the Island's business communities. He has hosted the annual Institute of Directors awards dinner, presented Chamber of Commerce debates and is a regular public speaker at a variety of corporate functions.