



Effective Media Interview Technique

A one-day course from PanMedia

Objective:

- ◆ *Each delegate to prepare and successfully deliver at least one appropriate media story under both neutral and hostile interview conditions;*

Covering:

- ◆ The way the media world is changing
- ◆ What the media want from you
- ◆ What the media **don't** want from you
- ◆ How to make the message media shaped
- ◆ Keeping on the front foot
- ◆ How to keep afloat when things get rough

What is the rationale of this workshop?

“Making an impact in a world of spin, sensation and scepticism”

It's easy to forget, amid the razzmatazz of punning headlines, witty copy, star columnists and snazzy photographs, that journalism is a business too; and an ever-more ruthless one at that, from the top tabloid right down to the lowliest trade magazine.

You wouldn't dream of going to a meeting with a potential client without researching the prospect and getting as many clues as possible about their imperatives, their objectives, and their culture. And yet, many interviewees waltz into media interviews with no notion of what's about to hit them.

This workshop tackles interview technique in its entirety, from research and construction through to performance.

We give spokespeople simulations of media encounters, help them to understand media motivations and story structures, and equip them to work proactively in interviews.



Programme

09:30 – Introduction and our goals

10:00 – Anatomy of media and the interview

Space chases content – opportunities and problems

The importance of story and narrative - the power of the parable

10:30 – First exercise: discovering a natural style

Timing; body language

Delivering the story; impact and presentation: emotion, anecdote, colour

11:15 – Second exercise: structuring a story

Arresting openings

Developing a narrative and plotting the story

Pay-off

11:45 – Third exercise: accentuating the positive

Delegates prepare a positive story...

... and are invited to deliver it: but was it a story? and did the delivery work?

13:00 – Lunch

13:30 – The broadcast experience

Working with the broadcast media

The positive story repeated as a broadcast exercise.

15:00 – Preparing for the negative

“There may be trouble, ahead” – some danger signals

Finding the bridge from hostile question to positive answer

A four-step strategy when you’re banged to rights

A four-step strategy when you’re in the right.

15:15– In the line of fire (1)

Delegates prepare for a negative interview...

... and are invited to experience it ...

... and are assessed. Did they ‘kill’ the story? How did they perform?

16:15 – In the line of fire (2)

A second negative interview and assessment

17:15 – Discussions and conclusions

Fees on application