



MEDIA TRAINING

SPECIMEN TRAINING PROGRAMMES

*"Perceptive interview analysis, practical, hands-on.
Journalist and Kate gave the best training I have ever had".
County Council Director*

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**"News is something that someone, somewhere, doesn't want revealing -
the rest is advertising!"**

MEDIA TRAINING

'Be prepared' is the best advice for successful handling of the media.

All organisations should be aware of how to handle the media and know how to use them to their advantage. Advertising is expensive. A positive news story involving your organisation is free advertising. That's good business!

Make the most of the media

Our training will help you understand how the media works and how to form good relations with them. Alongside professional journalists, we will give you invaluable advice for handling interviews - and arm you with the tactics to use if you receive an unexpected approach from the press.

We have devised successful media training for local and national organisations. Public sector and voluntary organisations put high value on our personalised and confidential approach, enabling them to raise their profile and handle any potential 'bad press'. The commercial sector learns invaluable skills giving them the knowledge to make the media work to their advantage. The practical nature of our work, together with high quality coaching and feedback, prepares individuals to handle themselves with more effectiveness.

Kate Lee Communications

As well as providing training for business, Kate Lee trains communication skills to broadcast journalists for the BBC and commercial sector radio and television. A specialist in spoken communication she has been invited to speak at conferences including BBC motivation days and the Radio Academy Conference of News and Speech.

Our website will give you more information about how we work and other communication training we may be able to help you with.

MEDIA TRAINING

SPECIMEN PROGRAMMES

The following specimen programmes are representative of ones which have been successfully tried and tested with particular clients. We will prepare appropriate training needs analysis to ensure that all courses are adapted to meet the particular needs and interests of each client. Today's media is a fast moving technology-led industry. This is why we always work alongside journalists from newspapers, radio and television, on all our programmes.

OBJECTIVES

- To provide you with a better understanding of how the media works and how you can use the media to your own advantage.
- To equip you with the skills, knowledge and techniques to better understand media communication and how to use it to put your message across with clarity.
- To enable participants to develop their own communication and media presentation skills through practical scenarios, recording and considered feedback.

CONTENT INCLUDES

We consider the following modules to be of most use to secure the objectives of our training. We design and tailor all our courses to suit your requirements.

Media Communication

- An overview and understanding of how the media works.
- What journalists are looking for in a story.
- How the audience interprets what it sees, hears and reads.
- Commercial / BBC styles. Local & national.

Today's media - Newspapers, Radio, Television, On-line

- How each medium puts its stories together. What each one is looking for.
- Pro-active and re-active tactics.
- Writing an effective press release. Recognising your own newsworthy story.
- Coping with investigative journalists.
- Practical interviews with journalists.

Media Presentation

- Understanding your target audience and pitching your message.
- Essential preparation techniques.
- Handling the interviewer and handling yourself.
- Creating the right image.
- Coaching for radio and TV appearances.

MEDIA TRAINING

Specimen Two-Day Course Newspaper, Radio & TV

DAY 1

- 09.00-09.30 Introduction and establishing individual objectives.
- 09.30-11.00 **Media Communication.** How stories are presented for different audiences. An overview of the media world and an insight into how the press operates.
- 11.15-12.00 **Press releases** for radio.
- 12.00-13.00 Radio. Practical strategies to prepare for interviews.
- 13.45-15.00 Delegates will be interviewed with a portable recorder. Feedback and advice.
- 15.15-16.45 Radio Interviews continued. Practical advice and strategies for a 'live' studio interview. Delegates will be interviewed in a studio set-up as if 'on-air' or on the telephone. Feedback and advice on content and presentation.
Handling difficult interviews.
- 16.45-17.15 Review and briefing for Day 2.

Day 2

- .00-09.30 Establishing outcomes for the day.
- 09.30-11.0 **Newspapers.** Local and national. How newspapers are put together.
Handling interviews. Building working relationships.
- 11.15-13.00 Presenting & communicating to a mass audience. Getting your message across.
- 13.45-15.30 Television. Securing a TV profile. Handling the TV journalist.
The television interview - studio and outdoors.
- 15.15-16.30 TV Interviews continued. Analysis and feedback on content, style, and presentation.
- 16.30-17.15 Review of course. Individual action strategies.

MEDIA TRAINING

Specimen One-Day Course **Radio and Television**

- 08.45-09.00 Arrival and welcome.
- 09.00-09.15 Introduction and establishing individual objectives.
- 09.15-10.15 **Media Communication.** Writing an effective press release. An overview of the media world and an insight into how the press operates.
- 10.15-11.00 **Radio.** Practical strategies to prepare for an interview. Delegates will be interviewed with a portable recorder. Analysis, advice and feedback.
- 11.15-11.30 **BREAK**
- 11.30-13.00 Radio Interviews continued. Practical advice and strategies for a 'live' studio or telephone interview. Feedback and guidance on content and presentation.
- 13.00-13.45 **LUNCH**
- 13.45-15.00 **Television.** TV press releases. Building on interview techniques and applying them to television. Delegates will be coached individually in TV presentation. Video filming, playback and analysis.
- 15.00-15.15 **BREAK**
- 15.15-16.45 Television Interviews continued.
Delegates will be interviewed in studio and outside.
- 16.45-17.30 Reflection of the day's work. Action Plans.

MEDIA TRAINING

Specimen One-Day Course **Newspaper and Radio**

- 08.45-09.00 Arrival and welcome.
- 09.00- 09.30 Introduction and establishing individual objectives.
- 09.30-10.15 **Media Communication.** An overview of the media world and an insight into how the press operates. Writing an effective press release.
- 10.15-11.0 **Newspapers.** Local and national. Press releases. How newspapers work. Developing working relations. Handling interviews.
- 11.00-11.15 **BREAK**
- 11.15-13.00 Newspapers continued. Interview, analysis and feedback.
- 13.00-14.45 **LUNCH**
- 14.45-15.00 Radio. How radio works. Practical strategies to prepare for an interview. Delegates will be interviewed with a portable recorder. Advice, analysis and feedback.
- 15.00-15.15 **BREAK**
- 15.15-16.45 Radio Interviews continued. Practical advice and strategies for a 'live' studio interview. Delegates will be interviewed in a studio set-up as if 'on-air' or on the phone. Advice, analysis and feedback.
- 16.45-17.30 Review of day. Setting action strategies.

MEDIA TRAINING

Media training for individuals

We can design and arrange media training for individuals if this is more appropriate. These courses are fine-tuned to meet the requirements and interests of the participant. Individual sessions are suitable for key personnel with busy diaries.

Media training for larger groups

We have designed media training for larger groups (from 20-200). These take the form of lecture-style / demonstration training. The sessions are as interactive as possible and serve as an awareness raising exercise, effective as part of an 'away-day' or conference.

Media training follow-up sessions

It is often useful to follow up a group training session, in particular the one-day courses, which are time-limited. Areas of the media not covered on the first day can be integrated into the follow-up. People who find themselves in the position of spokesperson for an organisation often value a finely tuned follow-up session.

HOW WE WORK

Venue:

The venue for our media training will be considered with the client at the time of development. We usually use radio / television station training facilities, although this is not always necessary, depending on the aim of the training.

Working journalists:

We always involve working broadcasters and journalists in our courses. These professionals re-create the interview experience and give invaluable advice about how to best use the media to your own advantage.

Modules:

To give justice to each module only a two or three day course can cover all three modules (newspapers, radio and TV) in any detail. Our one-day course will give a clear overview of the media, good interview advice and one/two modules. It is always possible to follow up training with another module at a later date.

Course sizes:

Because of the practical nature of our media training it we recommend six participants as the maximum number present on each of the following programmes. We do arrange alternative sessions for larger groups (see page 8).Joining instructions:

We will prepare scenarios for interviews in consultation with the client. Sometimes we ask participants to bring their own scenarios as this can help them feel more prepared.

MEDIA TRAINING

OTHER COMMUNICATION COURSES

We specialise in spoken communication skills. We may be able to help you with our other communication skills programmes.

PRESENTATION SKILLS

BUSINESS COMMUNICATION SKILLS

CONFERENCE COACHING

SCRIPT SUPPORT

Our **VOICEWORKS** programme offers training for specialised work.

BROADCASTING INDUSTRY TRAINING

TELEPHONE TALK

PUBLIC ANNOUNCING

INDIVIDUAL VOCAL DEVELOPMENT

See our website for more details and testimonials from our clients. www.katelee.co.uk