

Managing your Media profile

Course details



The Media can help and support you – or they can ruin you. This course will teach you how to make the most of the enormous power of the media, as well as showing you how to avoid the pitfalls! By the end of the day, delegates will feel more confident and relaxed when dealing with the Media. They will understand what the Media want and will know how best to represent themselves and/or their companies across the different platforms of television, radio and the printed word.

The result will be a strengthening of your press relations, plus the ability to maximise your opportunities for positive publicity.

- **Understand what the media want**
- **Prepare effectively for each medium – newspapers, radio or TV**
- **Avoid the traps of each medium**
- **Be natural, relaxed and in control**
- **Experience realistic interviews in a variety of settings**

The course is highly participative, and offers a mix of theory with practical sessions that enable delegates to experience realistic interviews under a number of different circumstances.

Who's it for?

- Anyone who may be contacted by (or who may need to contact) the Media
- Anyone who has, or who may be in a position to acquire, a high Media profile
- Anyone in business who wishes to better manage their Media profile
- Up to 8 delegates
- One-day course at clients' own premises or at a Mediawise Associates site

Course Content

Understanding the Media

- What is news –v- What is newsworthy?
- Why bother with the media and why should they bother with you?
- Targeting the Media
- Upping the news value

Working with the Media

- Interview styles and techniques
- Preparing and delivering effective soundbites
- Crisis Management
- Writing press releases
- Face Saving Tips

Tools

- Body Language
- Breathing
- Camera and microphone techniques
- Status
- K.I.S.S. technique

Rehearsals

- Interview styles e.g. hard or soft, news or feature,
- crisis and information
- Live TV or Radio
- Down the line
- Press Briefing

Cost

The 'Managing your Media Profile' course can be held at the Maidstone Studios (the UK's largest independent television studios), at an external location or at your own company premises. The course material can be adapted to suit your requirements. If you have just one delegate, he or she can join a larger group at our own premises and save costs.

Courses are priced individually depending on the number of delegates and location - please contact Mediawise for a quotation.

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