

## Media Skills

### Aim

Dealing effectively with the press and getting messages over

### What's it all about?

Journalists want news or views fast. So fast that leaders simply don't have time to prepare what to say in detail. So it's important to understand the key dos and don'ts before talking to any print, radio or TV outlet: one bad interview can have dramatic consequences for you, your organization, your stakeholders and the public.

### Why iOpener?

We only work with selected current world-class print, radio and TV news journalists to ensure that you get to learn from people who do this kind of interviewing all day every day. They will show you how to hold your line whatever the question and ask you the really tough stuff until you can produce a really great answer. That means when you go out there you'll protect your reputation as well as that of your organization.

### How?

This workshop is more of an intensive coaching session which covers all the practical issues in a media interview. You'll do an interview and you'll practice the different styles that you might need depending on the news outlet you're delivering to. You are interviewed and debriefed by a journalist while working with a coach too.

### Participants?

This workshop is for from one up to a maximum of four participants.

### Outcomes:

Participants will:

- Understand what media outlets are looking for to deliver to their needs
- Know how to hold their line and stay on message
- Understand and avoid typical traps
- Know what to say in different types of interview
- Start to deliver a sharp and to-the-point answer to the hardest questions

### Participants cover:

- Understanding how the media operates: print, radio, TV and social media
- Recognising what are journalists looking for vs. what you want them to know
- Refreshing participants' skills
- Avoiding picking up, using and denying negative words
- Sounding snappy – sound bites
- Managing crises: deflecting tricky issues and sounding sincere
- Explaining really complex ideas as simply as possible

### Target group

Any leader who faces media exposure.

### Option

Follow this up with one-to-one coaching sessions in advance of any media opportunities.

### Duration

1 day