



# Effective Media Skills Workshop for everyone



*-from one of the UK's leading media skills trainers*

***For those involved in exploiting news opportunities or being interviewed by any part of the media, this is the only workshop you'll ever need.***  
This renowned, intensive council-focused workshop provides a comprehensive approach to dealing, both proactively and reactively, with the media.  
Each participant receives three broadcast interviews.

The media assumes every organisation must be 'accountable' to the public. This may not be the case, but 'no comment' does not help the image of the organisation. Worse still, the organisation fields a spokesperson who performs badly and actually harms the image. All organisations know the advantages that spring from a high, positive media image.

Many organisations think the media is a powerful, out-of-control machine intent on destroying all in its path. No-one is immune. No-one has any chance against it.

Not so. The media will never be the organisation's mouthpiece - but careful training and some practice can make a big difference. The media always needs people who can talk on behalf of an industry or profession - priceless, positive publicity.



Many organisations believe that all the media wants is the negative. But many very successful organisations just don't know how to sell good news.

Many who have experience of the media think they need no training. They often perform worst of all. Conversely, many approach media interviews petrified, just hoping to survive. This is a disastrous approach, leaving the outcome hit or miss at best and allowing the journalist to set the agenda.

***Getting it right - especially in bad news interviews - is essential.***

**Afterwards, participants will be more skilled, proficient and confident in:**

- **taking** the initiative when seeking publicity, with the greatest chance of success;
- **being** interviewed effectively by all branches of the media

