



**Chris Kelly**  
EFFECTIVE MEDIA SKILLS

## Effective Media Skills Workshop

### Training Path

The workshop is designed to be stand-alone, with no pre-requisite although some participants attend after the Media Skills Overview seminar, which largely duplicates the content of this workshop but without any interview practice.

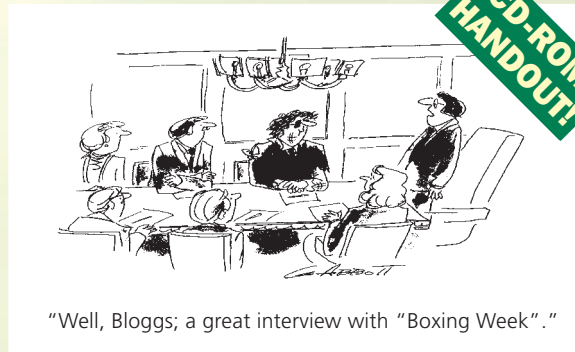
### Who should attend

All staff who should exploit positive news opportunities and/or write press releases or brief others, and those expecting to be approached by the media for good or bad news interviews.

*There is a notable spin-off for participants in general communication skills.*

**Note: this workshop can be run one-to-one for senior management.**

"The best training I have ever received, on any subject ... it taught me a lot, and boosted my confidence."



"Well, Bloggs; a great interview with "Boxing Week"."

### Details

**Duration:** a full day, including breaks. Up to six participants seated chevron-style, either side of video projector.

*Can be run on Saturdays.*

### Presentation

The workshop is presented on video projector, coupled to a laptop computer for the teaching element. Role-playing uses a digital camcorder, replayed through the projector.

The quality of presentation is frequently singled out as being highly effective and entertaining.

### Workshop topics include:

**What is news?** Why good news is less attractive. Three stages of any good news story.

**How to get your target's attention.** A simple, but crucial rule to avoid being ignored.

**The point of the press release.** How many? To whom? Projects. Bad news. Embargoes.

**Press release design.** Length. Headlines. Opening. Quotes. Writing style: personal words. Words to avoid. Notes to Editors. Contacts.

**Visual material:** opportunities, and pictures to avoid.

**Six extraordinary tricks of impact.**

**Interviews: Why has the media come to you?** Vital differences between national and local media.

**Kelly's bow tie theory** - The overall approach to interviews. Reporter's ignorance. The importance of messages. How never to be cornered in an interview.

**Taking control.** Breaking the reporter's automatic control - the five assertive questions.

**The first four Golden Rules** of interview and the life-changing *magic formula for disasters*.

The essentials of **preparation**. What to consider - and ignore. Notes. **Nerves**.

**Delivery.** Many do's and don'ts. Adrenaline and the dangers of talking. Four things people worry about. Pauses / probus interruptus. Live vs Pre-recorded.

**TV** How to dress, sit and cope with various locations. Hands, notes, where to look.

**Eight tricks of the trade** designed to cause embarrassment, confusion or gain more information.

*Copy of participant interviews is available on request*

**Training Path Hotline: call Lynne Bailey - 01202 765000/760035**