

Crisis Media Management Skills

Course Content – 1 day course

Media crises and what happens in one

What is a media crisis – and how to recognise one when it is happening to you!
Communication flows in a crisis situation
What the audience expect of your spokespeople in a crisis

Preparing your media communication systems for a crisis

How to ensure that you can handle the media enquiries when the unexpected happens

The importance of effective messaging in a crisis

Planning your messages before a crisis strikes, adapting your messages when it does strike
Crisis interview techniques to ensure you get your messages across

Crisis planning workshop

Delegates work through a crisis scenario and prepare effective messaging
Trainers and delegates discuss the messages and evaluate their effectiveness
Key points are identified and used for coaching

Crisis interview technique

The importance of emotional intelligence in a media crisis
How to deliver it and adapt it during the different phases of a crisis

Crisis scenario outline

Trainers outline a likely crisis scenario for the group of delegates to use as a basis for their interview workshops

Radio news interview via telephone based upon the crisis

With playback, evaluation and coaching based upon the delegates' interview performance

Crisis scenario development

Trainers reveal a further development in the emerging crisis

TV news crisis interview workshops

Delegates are interviewed using broadcast location TV news equipment. Trainers provide individual evaluation, feedback and coaching

Final review of the crisis

Delegates react to a critical final report on the cause and outcomes of the crisis in a feature TV studio interview

Course conclusions

Including key learning points and evaluation