

## **Media Briefing Skills for PR Professionals**

### **Content – 1 day course**

#### **Effective communication and the media**

How to maximise the effectiveness of communication skills for delivery to the media

#### **Understanding audience needs**

Meeting the needs of the audience and ensuring your messages create an impact. How to make complex ideas and issues simple and understandable by non technical audiences

#### **Understanding journalists needs**

Meeting the needs of the journalist and ensuring they understand the story from your angle and the key messages you wish to deliver

#### **What is 'News' and how you use news values to sell a story**

News values, agendas and what makes a story

#### **Preparing to meet journalists – Focusing on messages, justifications and examples**

Preparing your material so it is easily usable and understandable by journalists and their non-technical audiences as well as easy to recall

#### **Briefing techniques**

How to brief a journalist effectively to ensure that the subsequent interview covers the area you want to talk about and achieves the effect you need

#### **Briefing workshop**

Briefing workshop to let delegates practice their briefing skills with evaluation, feedback & coaching

#### **Interview technique**

How to plan your messages to ensure that your spokesperson can recall them easily & the techniques they will need for keeping on message

#### **Print news briefing workshop**

Print news briefing enabling delegates to practice the techniques and ensure that the journalist picks up on the key messages. Recorded onto tape for evaluation and coaching

#### **Print feature interview workshop**

Print feature interview about a relevant topic or issue for your organisation, based upon the briefing we received. This enables delegates to understand how the briefing and the interview are related. Recorded onto tape for evaluation and feedback

#### **Preparing your spokespeople**

Delegates discuss how they currently prepare their key spokespeople and how they evaluate their spokesperson's needs and skills. Trainers provide guidance on how to get the best from your spokesperson

#### **Key learning points**

Trainers provide key learning points for each delegate to take away