



# COMMUNICATIONS

**Issue & Crisis  
Management**

**Public  
Diplomacy**

**Training &  
Consultancy**

## Advanced Media Training

Number of delegates per session:	4 maximum
Pre-requisite training required:	Basic media training
Instructional time required:	8 hours 30 minutes
Resources provided by CB3:	1 x Instructor, 1 x cameraperson, camera & ancillaries, laptop, exercise materials, handouts
Resources required by CB3:	Delegate details <sup>1</sup> – name, role, general issues of media interest. 2 x rooms (one with laptop compatible projector and screen/large plasma screen), one telephone (landline)

### Example programme for session:

0900 – 1015	Overview of communications, media and issue analysis  KLPs <sup>2</sup> : Domestic media, media requirements, framing, agendas, public interest, types of journalist, contemporary information environment, news ingredients, political environment, public opinion, issue analysis <sup>3</sup> , policy formulation, issue management, digital strategy, social networks, public relations, communication function within management, strategic communication
1015 – 1045	Planning for an interview  KLPs: Stakeholder mapping, strategic implication, word-loading, sensory-rich language, idea factory, soundbites, horizon-scanning, lines-to-take, supporting facts, persuasion techniques, servicing your needs – your idea, their comprehension & their actions
1100 – 1145	Media interview refresher  KLPs: Bridging technique, advanced bridging (ABC-compression), headlining, appearance, voice, 'ground rules', body language, questioning techniques, ownership, journalistic tricks, the doorstep, crisis response
1145 – 1215	Scenario-based interview preparation <sup>4</sup>
1314 – 1415	Individual practical interview (recorded TV broadcast, face-to-face) and debrief
1415 – 1515	Individual practical interview (live TV/radio broadcast, face-to-face) and debrief
1515 – 1615	Individual practical interview (live radio broadcast, telephone) and debrief
1615 – 1715	Individual practical interview (recorded TV broadcast, 'down-the-line') and debrief
1715 – 1730	Course review and close

### Notes:

1. Delegate details required 1 week prior to training session, to be provided in accordance with CB3 Training Requirement Questionnaire.
2. KLP refers to Key Learning Point.
3. Corporate Communications required to supply as much background to contemporary issues as possible. CB3 will conduct independent research on the issues and provide issue analysis.
4. Scenarios will be based upon specific issues provided on CB3 Training Requirement Questionnaire.