



COMMUNICATIONS

**Issue & Crisis
Management**

**Public
Diplomacy**

**Training &
Consultancy**

Basic Media Training

Number of delegates per session:	4 maximum
Pre-requisite training required:	None
Instructional time required:	8 hours 15 minutes
Resources provided by CB3:	1 x Instructor, 1 x cameraperson, camera and ancillaries, laptop, mobile telephone, handouts
Resources required by CB3:	Delegate details ¹ – 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 – 0945	Overview of media KLPs ² : Media requirements, public interest, types of journalist, contemporary information, environment, news ingredients
0945 – 1030	Planning for an interview KLPs: Sensory-rich language, idea factory, soundbites, horizon-scanning, lines-to-take, supporting facts and details, servicing the audience – your idea, their comprehension
1045 – 1145	The basics of media interviewing KLPs: Types of interview – Live/recorded/‘As Live’, face-to-face, telephone, ‘down-the-line’, bridging technique, headlining, appearance, voice, ‘ground rules’, body language, ownership, journalistic tricks, the doorstep, crisis response
1145 – 1230	Individual practical interview (recorded TV broadcast, face-to-face) and debrief
1330 – 1400	Scenario-based interview preparation ³
1400 – 1500	Individual practical interview (live TV/radio broadcast, face-to-face) and debrief
1500 – 1600	Individual practical interview (live radio broadcast, telephone) and debrief
1600 – 1700	Individual practical interview (live TV broadcast, ‘down-the-line’) and debrief
1700 – 1715	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. Scenarios will be based upon specific issues provided on CB3 Training Requirement Questionnaire.