

Media training



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Do you know:

- what journalists want from an interview?
- how to get your point across effectively to the media?
- how to handle tough questions or deal with hostile journalists?
- what 'off the record' *really* means?

Then you should consider Recognition PR's media training program. Our one-day training course is built to meet the particular challenges faced by IT executives and to help spokespeople develop media skills specific to the industry.

We show you two failsafe interview techniques to get you out of trouble.

Learn how to:

- feel confident when talking to journalists
- interpret the journalist's agenda
- develop rapport and build trust with journalists, and
- communicate your message clearly and succinctly.

We teach you five ways to make your interviews count.

At the end of this course you will know how to:

- prepare for media interviews
- negotiate difficult questions using simple but effective techniques
- maintain and strengthen your media relationships
- maximise news value and structure your message for better coverage.

Who is Recognition PR?

Recognition PR is an Australian-owned public relations and marketing communication consultancy with 22 years experience in the Australian and New Zealand IT market.

Recognition PR helps clients manage communications with their many stakeholders including internal staff, customers, media and partners. Recognition's services range from strategic consulting to media relations and writing.

For more information visit www.recognition.com.au

"The session highlighted the amount and type of practical preparation necessary for targeted media interviews and helped me structure specific key messages – this was a highly positive outcome."

– Stephen Ford, Director Security Services, Deloitte Touche Tohmatsu

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Media training program

Recognition PR offers one-day and half-day programs. Each course is tailored to suit the individual needs of all participants, regardless of their experience with the media.

We examine your company's PR objectives and current messaging, and evaluate any communication issues or challenges you might be facing.

Each participant is asked to bring a key message to be communicated to the media, so we can address individual training requirements in context.

One-day program

Offers all the essential theory, practical advice and skills you need to make the most of your meetings with the media.

- **Session one: Understand and create what the media wants.**
We discuss how journalists work, what they perceive as newsworthy and examine crisis interview techniques.
- **Session two: Delivering messages in an interview.**
Hosted by an experienced journalist, this session teaches interview techniques including body language, voice strength, content flow and keeping interviews on track.

Half-day program

Designed to fit into busy schedules, this concise program covers the basics of media relations and interview techniques.

The half-day course includes an introduction to the theory and techniques of media relations but practice interviews and feedback is limited.

You should consider media training if speaking to the media is one of your responsibilities or you would like it to be. You'll benefit from this course if you are a:

- Managing Director
- Public Relations Manager
- Product Manager
- Sales Manager
- Technical spokesperson.

Sample agenda

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|-------|---------------------|--|
| 9:00 | Section 1: | The journalist's world |
| 9:30 | Section 2: | Understanding news |
| 10:10 | Section 3: | PR's role |
| 10:40 | Coffee Break | |
| 10:55 | Section 4: | Seeing through a journalist's eyes – role-play session |
| 11:30 | Section 5: | Exercise – review your key media messages |
| 12:15 | Section 6: | The interview – do's and don'ts |
| 12.45 | Lunch | |
| 1:15 | Section 7: | Practice interviews |
| 3:00 | Afternoon tea break | |
| 3:15 | Section 8: | Practice interviews (continued) |

Cost

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|----------------------------------|---------|
| One-day session (four people): | \$7,500 |
| One-day session (eight people): | \$9,850 |
| Half-day session (four people): | \$5,000 |
| Half-day session (eight people): | \$7,500 |

Course includes:

- practice interviews including feedback sessions
- course workbook
- full-day session includes lunch.

“The Recognition course is full of useful, up-to-date information and tips on media relations. Practising your interview skills with a senior journalist who gives feedback is very worthwhile.”

– Daniel Zatz, Senior Consultant, CA ANZ