

MEDIA TRAINING 101 AGENDA

Before your media training workshop, we will work with you to create a customized agenda. This sample agenda assumes four or five trainees in a full-day workshop.

INTRODUCTION

9:00 - Introduction to Media Training
9:15

SEGMENT ONE: WHAT GREAT SPOKESPERSONS KNOW

Interactive Lecture, Off-Camera Exercise

9:15 -
10:00

- Understand media interview ground rules
- Know the real purpose of most interviews
- Get the headline you want
- Identify your true target audience
- Deliver a crisp 15-second description of your work

10:00 - On-Camera Media Interviews
10:45 Video Review and Playback

10:45 - Break
10:55

SEGMENT TWO: MESSAGES AND MESSAGE SUPPORTS

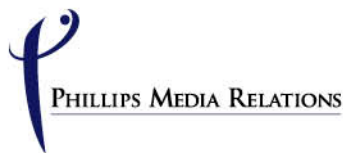
Set-Up Lecture: Messages and Supports

10:55 -
11:20

- Boost your credibility with the audience
- Develop messages that have impact
- Be on message *without* being repetitive
- Use the "message support stool" to deliver unique responses
- Tell a story that moves minds and drives action
- Cite data in a compelling manner
- Develop irresistible media sound bites

11:20 - On-Camera Media Interviews
12:00 Video Review and Playback

12:00 - Lunch
1:00



SEGMENT THREE: ANSWERING CHALLENGING QUESTIONS

Set-Up Lecture: Answering Challenging Questions

- Transition from off-topic questions to on-topic responses
- Remain on message without compromising authenticity
- Recognize different question "types"
- Manage adversarial and hostile questioning
- Spot and avoid reporters' tricks

1:00 -
1:20 Breakout Exercise: Answering Challenging Questions

1:45 - On-Camera Media Interviews
2:50 Video Review and Playback

2:50 - Break
3:00

SEGMENT FOUR: BODY LANGUAGE

Set-Up Lecture: Body Language

- Create the right "feedback loops" through effective body language
- Model best practices for gesture, posture, voice, eye contact, energy, and tone
- Use the right body language for print, phone, and broadcast interviews

3:25 - On-Camera Media Interviews
4:40 Video Review and Playback

CONCLUSION

4:40 - Lessons Learned and Next Steps
5:00 Session Conclusion