

A basic training 1-day Media Training could look like this

The exact agenda I will develop as soon as I learn about your specific goals, needs and interview topics, but here is an example of a possible agenda for my Media Training:

- Welcome / Agenda of the Day

- Short trainer Input 1:
 - Do's and Don'ts of Media Contacts
 - An Insight into the „Journalistic World“
 - Difference between print – radio – TV - online
 - On the record / off the record
 - Basic legal aspects

- Tricks & Tools: Part 1 – The shortest form
 - The statement - 5 sentences to answer a journalistic question!
 - Practical exercises: Short taped interviews with video feedback!!!
 - Individual verbal & non-verbal communication
 - Key messages & arguments

- Tricks & Tools: Part 2 - How to prepare an interview
 - Mind maps and “escalator tool”

- The 4 Rules of Comprehensibility

- Further Training: Interviews, interviews, interviews (live & edited)
 - Telephone
 - Television
 - Radio
 - Print

- Crisis Training: Controversial, investigative interviews

- Feedback on further individual development