

Media Skills

Competency 4

Shepherd & Shepherd's professional development and training programs in media skills prepare professionals for interaction with the media on publicity opportunities, challenging situations and crisis handling. The program provides participants an understanding of the media process itself and the importance of crystallising messages, quotes and objectives to work towards the transmission of "preferred messages". The program will ensure participants understand the key role the communicator or interviewee plays and will develop professional skills in:

- preparing media objectives and a key message matrix;
- preparing answers and statements that are less vulnerable to challenge and/or more likely to be included in media comment;
- key interview techniques of bridging, self editing, confirmation and balancing;
- better handling a probing interview; and
- stylistically preparing for interviews.

Who Should Attend

All those professionals anticipating media contact on behalf of their organisation or clients, whether it be print media interviews, radio or television.

Outcomes

On completion of the program participants will have acquired skills in:

- preparing media objectives and a key message matrix;
- preparing answers and statements that are less vulnerable to challenge, or more likely to be included in media comment;
- incorporating the key interview techniques of bridging, self editing, confirmation and balancing;
- better handling a probing interview; and
- stylistically developing and preparing for interviews.

Participants: 4 to 6 person maximum

Duration: 1 - 2 Days (commonly integrating individual coaching sessions)