



MEDIA SKILLS AGENDA

Welcome and Introductions

Past experiences are outlined and the course instructors are introduced. We also set out our targets for the session.

The Media 'Mechanism': Defining Your Position

Reporters come in a variety of shapes and sizes but their methods are very similar; they seek to interrogate and interpret the information you give and fashion it into shape for readers, listeners or viewers. We examine the way journalists work and introduce delegates to the unique BMS preparation process which will help you get the best from any encounter.

Practical 1 – Preparation for Interview

The art of good communication is preparation: we consider how you wish to position yourself for our first practical interview exercise to ensure clear objectives are focussed and targeted.

Practical 2 – Live Interview

To begin understanding the clarity and focus you need to prioritise your themes and ideas. We pitch you against a radio reporter in a live interview setting where the prevailing news agenda and the journalists' own instincts may make for a bumpy ride! Followed by playback and analysis.

Quotes, clips and sound bites!

Once your live interview has been transmitted your comments will often be subbed down or edited – either tweeted, transcribed for online or as a 'sound bite' for broadcast. This devolves editorial control to the news team. We offer vital insight into how to control this unusual environment and also show how print journalists exploit this format.

Impression Management

With a TV camera present the focus of your performance becomes style rather than content led. We concentrate on how crucial body language and eye contact are in keeping a television interview 'human'.

Practical 3 – TV: Pre-recorded Interview

Recorded TV interviews for straight forward news coverage can be difficult transactions to control – we only want a short clip of you culled from a longer exchange – can you deliver it? Followed by playback and analysis. This principle also works when being filmed for documentaries.

Practical 4 – TV: Live 'Down the Line' Interview

Live interviews come in a number of forms: you can often find yourself quizzed 'down the line' where you can't see the interviewer for BBC or ITV regional TV or, indeed, the BBC News Channel or Sky News. This is a good opportunity to ensure the lack of human contact doesn't impair your performance. Followed by playback and analysis.

Conclusions and the Way Forward.



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www.cpdstandards.com



London Office
+44 (0)203 770 7549
broadcastmedia.co.uk
Henry Wood House, 2 Riding House St
London W1W 7FA

Nottingham Studios
+44 (0)115 955 3989
broadcastmedia.co.uk
BMS, 97-99 Faraday Road
Nottingham NG7 2DU

Company no: 3946386 VAT no:690148234