

# Media Training



***Purple Tangerine Media Training provides quality, realistic training for executives to face the broadcast and print media with confidence.***

***Participants are provided with tools and skills to exploit media opportunities and leave with an in-depth understanding of the UK and European media landscape.***

## **Why Media Train?**

Even bad news can present a huge media opportunity. A professionally trained executive, who has an awareness of the media, can steer an interview to downplay the negative and highlight company key messages.

A company reputation built up over years can be shattered by a few ill chosen, nervous or emotive words.

Broadcast news now runs 24 hours a day, seven days a week. In one day there are over 1000 hours of 'talking heads' from the networks and satellite providers. This figure, coupled with radio audiences mean there more media opportunities than ever before. With more media chasing more stories, it is increasingly important for companies to provide a team of spokespeople who are able to respond in an often pressured and hostile environment.

## **Broadcast Training**

Web 2.0 means live events or incidents can be transmitted around the world in seconds. This means that company spokespeople need to be able to cope with many awkward interview situations such as:

*Live links*

*Remote down-the-line*

*The news package sound bite*

As well as being fast and reactive, your spokespeople need to be aware of styles of news programmes in order to select the best person to fit within a programme format or audience.

Time pressures to get a story on air can often be confusing and intimidating for those not used to the media environment. If you can deliver your message quickly and concisely, it will mean:

*Your company makes the news*

*You get asked back or become an articulate industry spokesperson*

A positive media experience can:

*Get your message across and set the record straight*

*Shut out any room for speculation*

*Cause confidence in your customer base*

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## The Training

A more cynical, better-informed and sophisticated audience has forced print and broadcast media to alter and expand to cater for this change.

The Purple Tangerine has a thorough understanding of all factors driving this change across all European press and knows how to best target relevant newspapers, magazines, TV and radio programs, business wires and on-line news.

You will be thoroughly briefed as the training sets out to demystify media tactics and objectives, which are simple.

We thoroughly research your business and set up realistic studio interviews situations with hot issues in your company and/or industry.

The art to an authoritative and succinct interview style is practice.

Company executives will be put through their paces in a typical live studio set up. Depending on the duration of the training, there will be two to three print and broadcast interviews. Each interview will be treated as live, with executives put under the same pressure as in a CNN, BBC or Bloomberg studio situation.

## Interview Taping, Feedback & Analysis

The private and confidential recording and playback/analysis of the print and TV interviews enables a fast track system to achieving the course aims.

Advice is also given on body language appearance, performance and techniques to assist in using your voice as a tool.

## The Trainers

**Nigel Jones** is Founder and Managing Director of The Purple Tangerine. He has media trained 100s of executives from companies including: adidas, Bausch & Lomb, Disney, Kingfisher, Motorola as well as celebrities such as Marat Safin and Ellen MacArthur.

Nigel specialises in media training, including crisis and messaging workshops, broadcast strategy and deals with TV producers to place clients on top tier TV and radio programmes.

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## Training Sessions

1 Day Session includes ...

- Individual course packs for each course participant
- Individually tailored schedule
- Live-studio set up with camera crew
- DV copy of performance of each participant
- Copy of media handbook for future reference

## Sample Agenda

Below is an outline of our day course for handling press, radio and television interviews. The aim is to build up the trainees' confidence through practical work, playback of recorded interviews, appraisals, constructive criticism and encouragement.

10.00 – 11.00	Golden rules for dealing with the media, an introduction to technique and key messages
11.00 – 12.00	Interview 1 – TV Interview – The ABC
12.00 – 13.00	Interview 2 - Print/Phone – Types Of Question
13.00 – 14.00	Interview 3 – Broadcast Interview - Reporter Tricks
14.00 – 15.00	Interview 4 – Ambush & Hostile Interviews
15.00 – 16.00	Q&A: Off The Record; Key Points; Finish

## For Further Information

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