

# BROADCAST MEDIA SKILLS IN CRISIS

Keeping control and keeping calm in crisis situations while live on TV or radio

## What is it about?

Dealing with the media can always be challenging as they pursue their story and you seek to promote your message. Being broadcast – often live – on TV or radio can heighten the challenge and when there is a communications crisis it isn't easy to stay calm and in control. This course explains how the media works, with particular emphasis on radio and TV, as well as training delegates via live scenarios on how to prepare for crisis situations.

## Who should attend?

Anyone who is expected to represent their organisation on radio and TV – from press officers to chief executives. The course will be prepared for any level of delegates.

## Learning outcomes

- Formulate key messages
- Handle all types of Crisis Media Interviews
- Maintain control of media interviews
- Ensure your side of the story is heard
- Develop successful media handling skills
- Improve TV, radio and press interview technique

## Benefits

Following this course you will have the knowledge and ability to appear on radio and TV, representing your organisation with confidence.

## Course structure

- Analysing broadcast skills and confidence levels
- Assessing forthcoming media 'events'
- Introducing the broadcast media – and what they're after
- General preparation: the dos and don'ts, sound-bites and key messages
- Prepare for crisis– the basic tools
- Identify the kind of issues that could hit you
- 'Live' scenarios #1: camera, lights and action on an 'easy' story
- Detailed preparation for TV news
- Crisis situations: dealing with hostile media
- 'Live' scenarios #2: delegates grilled on 'crisis' stories