



This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

COURSE OUTLINE - Media Interviews (Revised Edition)

Course Number: AX084–131

Days: 1 day

Prerequisites: None

Description: Many companies initiate contact with the media in order to make major announcements, introduce new products, or influence others with their ideas. Whatever the situation, it is important to be confident in any encounter with the media. Media Interviews was written just for this purpose. It is the definitive media training workbook designed to give you the skills and training you need to be prepared and effective during an interview – from what to say and what not to say, to how to stay in control and develop the right attitude. This book will help you handle each encounter with poise and confidence.

Topic-Level Outline

Introduction

- The Growth of “The Media”
- You’re Relationship with the Media
- Possessing the Right Attitude
- Respecting Every Media Opportunity

Part 1: Understanding the Media

- “Media” Is a Plural Word
- The Power of the Media
- The Business of the Media
- Media Personalities and Their Biases
- “Censorship” by Omission
- What Makes “News”

Part 2: Meeting the Media

- The Role of the Interview in Media Coverage
- Relinquishing Control
- Maintaining Your Attitude
- Variations in Media Interviews
- Matching Your Talents to the Medium

Part 3: Preparing for Media Interviews

- Preparation = Effectiveness
- Choosing a Spokesperson
- Deciding Whether to Be Interviewed
- Negotiating the Interview
- Meshing Your Goals with the Media's
- The Prioritized List Concept (PLC)
- Anticipating Questions
- Practicing for the Interview
- Deciding What to Wear
- Final Considerations
- Being Prepared for an Ambush

Part 4: Making the Most of the Interview

- The 11 Commandments of Giving Effective Interviews
- You're Advantages Over the Interviewer
- Mastering Sound Bites
- Managing the Time Allotted
- Speaking in Your Own Style
- Maneuvering the Conversation to Your Points
- Being an Excellent Guest
- Dealing with Questions
- Minding Your Manner
- Dos and Don'ts Not to Be Overlooked

Part 5: Enhancing Your Media Skills

- Following Up After Your Interview
- Learning from Your Experiences
- Initiating Future Contacts
- Reaching the Right Person
- Building Media Relationships
- Generating Media Coverage

Appendix

- Review
- Appendix to Introduction
- Additional Reading

ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (<http://www.collegeafricagroup.com>)

ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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