

Coping With Paxman

Learning to Work With the Media

For many people being approached by the media is an unnerving experience. How will you know what to say? What happens if you're tongue-tied? Will your words just end up on the cutting room floor? With a bit of preparation you can turn all these problems round, and really get your message across.

The most successful businesses recognise the importance of regularly training their key staff in interview skills. This practical course helps you understand how journalists work, and to find the skills and confidence you need to communicate effectively.

In the course of the day you will have a chance to practise different types of radio and TV interview, from the short doorstep soundbite to the longer studio-based discussion.

You will hear examples of real interviews – the good and the bad – and learn how to put across your key points. You'll learn that there are ways in which you can take control of the situation, minimising the likelihood of misunderstandings or missed opportunities.

Learning Outcomes

Delegates will leave the workshop with a greater understanding of how media interviews work, and how to make the most of the situation. With plenty of encouragement from an experienced media professional, they will grow in confidence and take away tips on how to come across as sharp and on-the-ball.

Topics Covered

- **Role-playing interviewer and interviewee**
- **Exercise – the doorstep interview**



- **Familiarisation of broadcast equipment**
- **Exercise – the studio interview**

This workshop is designed for any individual or groups of individuals that are likely to find themselves in front of the media and are looking for the skills to ensure they never get into trouble or become tongue tied

David Thomas



David is a highly experienced broadcaster, manager and trainer. He has been involved in journalism and broadcast production for more than 25 years, mostly with BBC local radio and the BBC World Service. He specialises in delivering development work for business people who have exposure to media such as television, radio and the internet.

Previous roles include running journalist training education production areas for BBC World Service. He has also been a presenter of international current affairs magazines. His expertise has taken him all around the world, from Eastern Europe and China to Africa and the Caribbean. His overseas training activities have made him into a specialist in distance learning through the internet and e-learning programmes.

David has a reputation for reliability and sharp strategic thinking and is an excellent communicator. He is an Affiliate Member of the Chartered Institute of Personnel and Development, and a member of the Radio Academy.