

**ChildFund Vietnam**  
**Media training event 2013**  
Jim Preen

**Course outline**

- Introduction by Jim Preen, who sets out the course contents
- The trainer looks at how the media operates:
  - The changing face of journalism
  - The difference between crisis communications and engaging the media in a pro-active way
  - How to work with the press productively
  - What the media are looking for and what you should provide
  - Educating the media
- Delegates introduce themselves and indicate any concerns they have with regards to the media.
- The importance of key messages
  - Their role in all dealings with the press
  - Delegates are handed two stories (one proactive, one hostile)
  - They are asked to develop key messages and lines to take
  - Delegates and trainer review their work
- How to prepare for and give a media interview
  - What to say, how to say it and what not to say
  - Bridging technique and sound bites
  - The differences between, TV, print and radio
- Delegates undertake a pro-active television interview
  - The interviews are based on the pro-active story (see above)
  - Delegates are given time to prepare for the interviews
  - These are critiqued by the delegates and trainer
- Delegates undertake a hostile television interview based on a story critical of ChildFund that is handed to them
  - They are given time to prepare
  - JP and the delegates critique the interviews
- Closing remarks from JP