

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