



Armitage Bucks Communications

Draft agenda for full day media training for four people

- Interviews for newspaper or journal to evaluate style and communication – recorded on camera.
Played back with appraisal and discussion about the quotes that would be selected. How well did you tell the story? Are they the quotes you would want selected?
- A presentation on media opportunities and dangers with examples of some who got it wrong.
- We discuss the best way to convey information in an intelligible way for electronic media.
- Radio interviews on the phone to test communications skills and ability to simplify information.
Recorded and played back with appraisal.
- **Lunch**
- Understanding sound bites. We brainstorm some key messages for an interview which will be used in a TV report and record outside with lots of distractions.
Played back with appraisal.
- An introduction to TV down-the-line interviews. Practise TV “down-the-line” interview.
Recorded on video and played back with appraisal.