

SAMPLE MEDIA SKILLS TRAINING COURSE

The Blue Room, BBC Scotland, 8 August 2002

Timetable

By 09:30	Tea/coffee will be available upon arrival
09:30 – 10:00	Round table introductions, review of media experience to date, course objectives and timetable
10:00 - 10:30	Setting the Scene <i>The media in Scotland; how media priorities have changed since the Scottish Parliament arrived; what a journalist is looking for, his pressures and deadlines, the newsroom explained</i>
10:30 - 11:30	Get those cans on! <i>Practical session in radio studio interview techniques. The studio explained. Down the line and remote studios. Do's and Don'ts. How to turn the situation to a positive without saying no comment.</i>
11:30 - 11:45	COFFEE
11:45 – 12:20	Back to basics <i>Second practical session in radio interviewee techniques. Individual radio interviews with selected attendees.</i>
12:20 – 12:30	How Not to Do it! (video)
12:30 - 14:00	The Professionals <i>A working lunch in the BBC Canteen followed by a visit (subject to operational considerations) to the BBC Scotland newsroom where you will see the 13:30 lunchtime bulletin going out live.</i>
14:00 – 15:00	Lights, camera, action <i>First television interview with review and feedback</i>
15:00 – 15:30	Meet the Professional <i>An opportunity to meet (again, subject to operational considerations) a senior broadcast journalist. Tea/coffee will be available.</i>

15:30 – 16:30

Second television interview

A different format with further review and feedback - most likely a '3 on 1' conference interview format.

16:30 – 17:00

Review/discussion/close