

SAMPLE MEDIA SKILLS TRAINING COURSE

8 August 2002

Venue: Blue Room, BBC Scotland, Queen Margaret Drive, Glasgow

09:00 - 09:15	Arrival/coffee
09:15 - 09:30	Introductions and Today's Objectives
09:30 - 10:00	The Last Few Months <i>Discussion on actual media experiences over the past few months; overview of what the media needs and how to make the most of the media.</i>
10:00 - 11:00	Handling hostile telephone enquiries <i>Individual interviews based around a hostile scenario. Format will be agreed on the day.</i>
11:00 - 12:10	Radio <i>For this follow-up day, we take you live into a real BBC radio studio for advanced training in as realistic an atmosphere as possible.</i>
12.10 - 12:40	Review of telephone interviews
12:40 - 13:45	LUNCH - in the BBC Restaurant
13:45 - 15:00	Crisis News Conference <i>A news conference based on the scenario introduced earlier in the day. This will be a tutored session allowing you to role play as both the lead spokesperson and journalist. It will be videot to allow feedback. Coffee will be available.</i>
15:00 - 15:15	COFFEE
15:15 - 16:15	One-to-one television interview and review <i>Practical exercise and review. The style and format will be tougher than on the first course.</i>
16:15 - 16:45	Back-up session/extra training time. <i>Use of this slot to be allocated on the day</i>
16:45 - 17:00	Course Feedback, Review and Next Steps