



You only get one chance!

Getting your message across successfully on TV, radio and online is crucial in today's 24-7 world of broadcast and social media.

Media training is essential, because when you face the media, there are no second chances. You have to get it right first time.

How would you, your organisation's designated spokesperson or your management team deal with a really challenging communications issue?

How would you defend yourself or your organisation when you need to face or deliver bad news? And how can you ensure that you will deliver clear, crisp and compelling interviews and become the kind of interviewee that gets called back time after time by the media?



Why do you need media training?

Most organisations are keen to get themselves, their work, research, campaigns, reports, responses and initiatives into the public domain to maintain and enhance their reputation. TV, radio and increasingly online media channels are a powerful way to get visibility and market edge. The media is always on the lookout for strong stories supported by great spokespeople, but getting your message across effectively and impressively requires skill.



If you need to appear on TV, radio or online, and would like to be invited back in the future, our media skills coaching programme will equip you with the skills and confidence needed to give excellent and impactful media interviews and to handle the media in a positive way every time.

What will you learn?

PS Programmes media skills coaching will help you:

- Understand the rules of engagement with the media
- Become comfortable and confident in front of camera and on radio in a live studio
- Communicate key messages clearly and effectively
- Understand how an interview is important from media, company, interviewee and audience perspectives
- Deliver clear, crisp and compelling interviews
- Manage difficult interviews and confrontation
- Perform confidently in various broadcast interview formats – including live studio, sound bite, pre-record, door step, three-way, down-the-line and online video chat.

The media training is an excellent opportunity to prepare yourself or your people for a mix of media experiences in a controlled professional environment.

PS Programmes also offer bespoke follow-up support after your media skills coaching which concentrates on the specific areas that you or your organisation have identified.





Why PS Programmes?

PS Programmes understands exactly what broadcasters are looking for and we have an expert team of media skills coaches and journalists with current and relevant experience who will provide you with the knowledge, skills and confidence needed to perform at your best.

We design bespoke media skills training to suit your budget and location.

Our programmes are usually delivered at TV and radio studios in Central London so you can experience exactly what it's like to be in front of the cameras and behind the microphone.

If you have suitable available space at your premises, we can mock up a TV and radio studio on site with our own cameras, lighting and editing equipment. Alternatively we can source a studio local to you.



Who should attend media training?

Anyone who needs to represent an organisation or business publicly on TV, radio, online or at events would benefit from attending PS Programmes media skills training. Job roles and teams that the training will be most relevant to include:



- Executive Directors and Chairpersons
- Senior management
- Management teams
- In-house experts, editors, authors and academics
- Analysts, consultants and independent experts
- Media spokespeople
- Press officers, marketing and communications professionals

To make sure that everyone who attends media training has enough time to practice and receive constructive feedback from the PS Programmes team, we recommend a maximum of four delegates from one organisation per training session. (If required we can accommodate up to six delegates). In addition, we can also provide one-to-one media skills training.

Action!

Your company's reputation, market positioning, share price or public perception could be at stake.

Whether you are being interviewed for your local radio news programme or you are appearing on BBC TV's Newsnight, let PS Programmes help to ensure that you give excellent and impactful media interviews and handle the media in a positive way every time.



Contact us now to book your media skills training programme.