



Media training sample courses

The following are intended as an indication of the types of course Barn Media can facilitate. Each course is tailored specifically to the individual needs of your business.

Executive Media Training

A high performance 'tune up' for executives facing a challenging interview or just honing their media interview techniques. This one on one coaching is highly tailored to deliver an intensive interview workout and move participants to the highest level of media mastery.

Individually designed for each senior executive, the sessions may include:

- > Handling difficult questions and staying on track
- > Perfecting your grab or sound bite
- > Controlling your interview
- > Delivering a compelling argument
- > Looking great on TV, sounding great on Radio
- > Using the media strategically
- > Practice interview techniques with a qualified journalist

Media Basics

We give you the fundamentals of working with the media - how the news cycle works, what drives journalists, what makes a good story what are the specific demands of journalists.

This customised course is for groups of includes:

- > Inside the mind of a journalist
- > What makes news?
- > Your organisation's media policy and protocols
- > Key messages
- > What to do when a journalist calls

This course is ideal for those working in PR, taking calls from journalists or preparing media releases.

Our unrivaled network of media contacts and team of experienced journalists will help ensure that you'll always remain in control of the story.

Barn Media Ltd
+44 (0)1495 70 88 70
enquiries@barnmedia.co.uk
www.barnmedia.co.uk

Keep up-to-date with barn media by signing up to our mailing list. We will keep you up-to-date with prices, training courses, specifications and news on how we can help you:
www.barnmedia.co.uk/signup.html





Media Practicals

A practical based half-day course that takes the theory and puts it into practice, using broadcast standard cameras and experienced journalist.

This course is aimed at small groups of between 5 and 6 people and includes:

- > Preparation for interviews based on business real scenarios
- > "Pre-recorded" interview experience with video playback with analysis
- > "As Live" interview experience with video playback and analysis

This course is idea for experienced spokespeople and those who have completed the Media Basics course and are looking for practical experience of going in front of the camera.

Media Releases

Maximise the cut through and uptake of your media releases with this customised workshop for everyone who needs to write a media release and pitch it to journalists.

Develop the skills to:

- > Find the news within your story
- > Identify the right 'hook' or 'angle' for different media
- > Write in media friendly language
- > Plan and structure your release to achieve your strategic aims
- > Ensure your release is taken seriously
- > 'Cold call' journalists and pitch your news
- > Target the right audience

This course is perfect for public relations officers, marketing managers and anyone who has to communicate with the media in writing.

