



# Black Vanilla



## MEDIA TRAINING

In a world of proliferating media, 'fake news', decreasing attention spans and an increased expectation of corporate transparency, it's never been more important or more challenging to get your message across.

Giving an interview can be nerve-racking, spokespeople are under pressure to perform, deliver their key messages and avoid the traps journalists sometimes set to get their headline. Black Vanilla's media training helps spokespeople to understand the context of their interview, hone the skills to handle difficult questions and deliver memorable messaging.

Each workshop is carefully designed to meet the client's objectives, likely media scenarios and the level of experiences of attendees. We know the value of practice and work with a number of media professionals to create 'real life' experiences for attendees, backed up by theory and with a comprehensive manual to refer back to.

Our approach to training covers three steps - preparation, messaging and controlling the interview.

**"A great training course - well worth investing the time with the talented team at Black Vanilla!"**

*Rupert Pleasant, CEO,  
Guernsey Finance*



# How Black Vanilla can help

## Objectives

- Increase attendees understanding of how the media works
- Increase attendee's understanding of how social media now impacts media relations
- Provide a learning environment for attendees to improve their confidence and ability in handling media interviews
- Practice key message delivery and techniques to control interviews

## Training Strategy

- Devise practice scenarios that reflect situations relevant to attendees
- Work with a journalist and cameraman for the practice interview sessions
- Provide a blend of one-to-one practice and group learning sessions
- All interviews will be recorded and reviewed for review, and supplied after the training to refer back to
- Use 'live' elements such as a call from a journalist and inbound emails
- Practice 'real' key messages and upcoming scenarios
- Ensure the day allows for evaluation and reflection

## Media Focus

- The focus of each session will depend on the client brief, but can include all types of media and the various channels, including television



# Workshop Content\*

## 1. Understanding the Media

- Role of the media
- How social media impacts 'traditional' media
- Different types of media and editorial
- What journalists want, what they don't want, what never to ask them
- What makes a great spokesperson
- The good, the bad and the ugly - examples of media interviews

## 2. The Brand Agenda

- Key messages
- The power of stories

## 3. Preparation

- How to prepare for an interview
- How a journalist will approach and build a story

## 4. The Interview

- What to expect
- Journalist tactics and types of questions

## 5. Controlling the Interview

- Tone of voice
- Creating usable soundbites
- Control techniques and key message delivery

## 6. Radio interviews (also relevant for podcasts)

- Why do radio?
- Different types of interviews
- Getting your brand name mentioned
- Tips and tricks

## 7. Television interviews

- What is a television interview actually like?
- Live interviews, down the line, in the studio, OB, pre-records
- Body language
- Tips and tricks
- What to wear

*Workshop content - this will be adjusted according to the delegate's level of experience and understanding of the media.*

# Media Experts

Nichole Culverwell leads Black Vanilla's media training, she is supported by Rosie Allsopp and a cameraman from Spike Productions. Rosie and the cameraman help to deliver a true to life experience for attendees.

## Nichole Culverwell Chart. PR, MCIPR

Nichole is an experienced trainer with over 25 years' experience in the PR industry, including over 15 years working in London with national and international media.

Her career has included in-house and large agency roles managing campaigns for companies including Procter & Gamble and Boots.

She has worked with a wide variety of clients across the health, retail and financial services and lobby sectors.

She specialises in strategic public relations services and crisis communications, and offers a number of different PR, social media and writing training courses.

Nichole is a CIPR Chartered Public Relations Practitioner, has a CIPR Specialist Diploma in Crisis Communications, is a CIPR Independent Client Adviser and sits on the CIPR Knowledge Panel which reviews the association's CPD resources.



## Laura Clayton



With over 20 years' experience, Laura is a respected and trusted journalist who has worked across three of the local media outlets, as well as in Jersey and the UK. As a freelancer, she still writes for Bailiwick Express and acts as an adviser due to her extensive contacts and local knowledge.

Laura also freelances for national publications, acting as a local contact for Sky News, the Daily Mail and other outlets.

With skills in researching, interviewing, writing and presenting news stories, Laura is able to share her experience, and demonstrate how a journalist works.





# Media Experts and Feedback

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## Spike Productions

Spike Productions have an extensive background in news, documentary and corporate film work. This includes recording and presenting the full range of interview styles in the Channel Islands and Internationally. The team have worked at the highest levels with international broadcasters and global companies gathering a wealth of knowledge as well as seeing interviews done well and also those that have gone horribly wrong.

In this time the team has built up the skills on both sides of the camera and encountered virtually every scenario that can come up in both live and recorded situations.

## Feedback

*Thanks again for the training session on Tuesday. I found it massively interesting and picked up loads of useful tips to apply in day to day life as well as in a potential interview scenario.*

*Excellent!*

*Fantastic tutor, very engaging course It was really fab, I learned a lot.*

*She's a great teacher too, really fun and interesting!*

*Training with Nichole was great! She was lovely and gave a lot of really useful insights.*