



# Media Training

---

In a world of '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 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 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

# Objectives & Strategy



## Training 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



## Our Training Strategy

- Devise practice scenarios and questions 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 radio, television and other filmed interviews.

# Workshop Content

## Understanding the Media

1.

- 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 - media interviews we can learn from

## The Brand Agenda

2.

- Key messages
- The power of stories

## Preparation

3.

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

## The Interview

4.

- What to expect
- Journalist tactics and types of questions

## Controlling the Interview

5.

- What to expect
- Journalist tactics and types of questions

## Radio Interviews (also relevant for podcasts)

6.

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

## Television Interviews

7.

- 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

# Media Experts

## Nichole Culverwell Chart PR FCIPR

Nichole is a skilled trainer with 30 years of 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, a Fellow of the CIPR and has a CIPR Specialist Diploma in Crisis Communications. She also holds the Institute of Directors Diploma in Company Direction.

## Mark Inchley

Formerly a News Editor with the BBC, Mark now runs his own production company in Guernsey. He has more than 20 years' experience in communications and broadcasting as a TV/radio producer, presenter and reporter, featuring on BBC Radio 4, BBC 5 Live and BBC Scotland as well as more recently across the Channel Islands. Other previous employers include Sky Sports and Johnston Press.

With extensive experience across TV, radio, online and newspapers, he understands the demands of different media and how journalists operate. Over the years, his no-nonsense approach to journalism has built Mark a reputation as an insightful, well-informed and probing reporter who won't leave any stones unturned in pursuit of answers.



## Client Feedback

Thanks again for the training session. 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.

**Get in touch!**

---

