

Broadcast Media Services



Guide to Professional Media Training Courses



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Introduction



Defending Your Reputation

Your media spokespeople are on air to defend or advance your core aims. We want them to be able to deliver a straightforward, positively charged media interview.

Reputational crises are about showing leadership under pressure and proving to the public that you have the right solutions at the right time.

The public will seek the assurance that you are confident, competent and in control of the situation.

Our courses cover interview theory and offer practical exercises, enabling delegates to understand effective preparation and delivery of a strategic interview position.

The bespoke sessions are created and developed with your specific requirements in mind and delivered by BMS, either at our studios in Nottingham or at your HQ.

Why Media Training?

Whether you intend to generate positive, proactive media coverage, or are anticipating some 'negative press', a BMS Media Training course

Your delegates - from the CEO through to field staff - will be guided by the expert tuition of the BMS trainers, who have worked at the highest level in broadcasting as well as at senior management level within corporate communications.



tailored for your business or organisation will arm your media spokespeople with all the tools they need to deliver a positive performance.

The Unique BMS Approach

At the heart of our training is how you can distil, from all your knowledge and experience, a clear and authoritative strategic line and deliver it with conviction, confidence and success.

Anxiety is at the root of most poor media performances: it can worry and distract the interviewee even before a microphone, camera or reporter turns up.

We work on how to grasp the opportunity presented by a media interview 'transaction'. We teach you how to guide the reporter with the same authority and control your spokesperson brings to other aspects of their professional work.

The Courses



BMS Company Profile

Established in 1997, BMS works in the UK and Europe providing media skills, crisis management, presentation training and media support for a wide variety of private, public and third sector organisations.

Our clients include National Grid, Christian Aid, Boots, Network Rail, E.ON, Royal Mail, Lake District National Park, Center Parcs, Anglian Water along with more than 30 NHS Trusts and local authorities.

One of the most popular courses we deliver is a practical one day session in radio & TV interview techniques which provides delegates with the background and skills needed to give effective, authoritative media interviews.

Any opportunity in the media for you to instil confidence and paint a positive picture of control can be lost with an insecure performance which focuses on wrestling with the reporter's agenda

rather than concentrating on your own.

There are four practical exercises using specifically devised 'scenarios', providing delegates with opportunities to hone their skills together with expert feedback and analysis.



Course Type	No. of Delegates	Trainers & Crew	Cost	Call us for a discount on your first two courses
Half Day Radio & TV Foundation/Advanced	Up to 4	3	2750	
One Day Radio & TV Foundation/Advanced	Up to 6	3	3400	
One Day Radio & TV Awareness	Up to 12	3	3950	

Course Objectives

By the end of the course, delegates will be able to:

- Understand how the various strands of the media approach a story
- Prepare an effective strategy to either promote or mitigate a situation
- Conduct themselves effectively in front of reporters, microphones and cameras
- Deliver a confident and authoritative media performance
- See media exposure as an opportunity to promote your business or organisation

Example of a Course Agenda



0930 Welcome and Introductions

Course objectives are outlined to delegates. We consider how the media works, what journalists look for and address some common misconceptions.

1000 The Media Interview

Understanding the purpose, objectives and limitations of the radio & TV interview: delegates are guided through the tried & tested BMS preparation process.

1030 Controlling the Media 'Space'

Is it you or is it the reporter who makes you feel anxious when the media call? This session focuses on how to be confident, comfortable and in control when facing the media.

1045 Practical Exercise 1 - Radio: Live Interview

Delegates undertake a live face to face interview for radio. All exercises are followed by playback, analysis and individual coaching.



1145 Practical Exercise 2 - Radio: News Interview

Sound-bite interviews are problematic - they last as long as a live interview but only a fragment or 'sound-bite' is ever broadcast; we focus on making sure themes are clear and to the point. Delegates are then interviewed one-to-one by a reporter.

1300 LUNCH



1330 Using Television to Deliver Messages

The electronic media introduces another challenge. We discuss body language and eye contact and how they are critical to gaining trust and keeping 'human'.

1345 Practical Exercise 3 - TV: News Interview

Delegates undertake a pre-recorded interview 'on-location' (ie: outside/at an appropriate venue) for ITV/BBC News.

1500 Personal Impact

The approach to live TV interviews both in studio and 'down the line' including an understanding of their differing demands.

1515 Practical Exercise 4 - TV: Live Interview

Delegates undertake a 'live' interview for BBC News 24/Sky News - either 'face to face' with a reporter or 'down the line' from a remote location, followed by playback and analysis.

1630 Review of the Day

Course discussion, questions and evaluation.

BMS Training Staff



BMS staff are highly experienced in the media and broadcast industry, and in corporate communications. Our media training team includes:

- **Andy Hitchcock** is Director of Media Training at BMS. He has 25 years experience in broadcasting and is a former bureau chief for BBC News. He worked on the main news on BBC 1 as well as BBC News online, the *Today* programme and BBC Breakfast. Prior to that, he was a News Editor at ITN in London and a programme



editor for BBC Radio 5 Live in London, ITV Central News, the Century Radio Group and a number of local radio stations. He began his career in Independent Radio and was a BBC Radio 'Breakfast Show' presenter before moving to

BBC TV. He has also been a reporter and producer at Westminster and worked extensively for BBC Training, both in the UK and overseas. Andy has an MA in Mass Communications.

- **Dan Baker** brings a unique set of skills to his role as Head of Media at BMS, having worked as a media spokesperson for a major utility company and as a TV journalist. He spent more than a decade with ITV Central News, producing and presenting news and current affairs programmes. As Head of Media at Anglian Water, he won the *Chartered Institute of Public Relations*



challenges faced by media spokespeople today. Dan has a BA(Hons) in Communication Arts and English.

- **Joanne Hayward** has been a Senior Producer for BBC National News, working towards the main news on BBC1. She has also worked with BBC News online, Radio 5 Live, the *Today* programme and BBC Breakfast.

excellence award for crisis communications, as well as a prestigious *Communicator in Business* award. Dan's handling of major media issues coupled with his extensive reporting background gives him an unparalleled insight into the

Additional Details

A one day course can be tailored for up to six delegates and our costs include all preparation, development of written material, BMS trainers, TV crew, all technical equipment and the use of our training facility in Nottingham (if required).

Delegates are encouraged to offer formal feedback on the sessions on completion, which is delivered to the client.

There is also an online monthly Media Training Podcast which helps delegates continue to refresh their skills and techniques even after the course has finished.

Testimonials



The following testimonials have been gathered from current clients:



"For any organisation wanting to preserve or improve its

public image, media training needs to be a vital part of the marketing mix - that's why I always take it very seriously. If media training was an Olympic sport then Broadcast Media Services would be one of those rare commodities - a British Gold Medal. BMS are, in my opinion, unbeatable!!"
Mick Casey, Lake District National Park Authority



"We have worked with BMS extensively and found the quality of their media

training and input into issue planning absolutely superb. This is media training with a difference - a partnership approach, with really useful

insights and completely honest feedback"
Jayne Mayled, Director of Communications, Boots The Chemists.



"We value the knowledge and expertise of the

tutors, their ability to gel alongside each individual delegate and the informal yet productive atmosphere they generate. Christian Aid values the partnership with BMS and gets a high return on its investment... our people are even more motivated, skilled, confident and effective communicators, especially in the media, as a result of their interaction with BMS"

Jack Arthey, Learning and Development, Christian Aid



"I have used BMS for many years and find their experience, creativity and cost effectiveness second to none. They really invest time in finding out exactly what I want as a client and what the NHS needs as

an organisation. They are approachable, flexible, understand the sensitivities of the NHS and always deliver".

Jonathan Lofthouse, Deputy Chief Executive, Great Western Ambulance NHS Trust

"BMS provides well thought out and



executed media training sessions designed to

introduce those with the most basic knowledge of the media to the techniques and tactics to make a success of even the most difficult situations."

Jonathan Smith, Head of Media, EON UK



Contact Information



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