



MEDIA AWARENESS

Like everything we do, all our training courses are tailor-made.

We usually cover:

- The media and reputation
- Journalists and news values
- Influencing how stories evolve
- Talking to the media with confidence
- Handling bad news effectively
- Creating positive media opportunities

A typical day:

- 0930** Introductions and objectives
- 0940** Practical exercise – handling a journalist’s call
- 1000** Discussion and theory
- 1100** Coffee break
- 1115** Practical exercise – responding to a media issue
- 1230** Lunch
- 1330** Feedback from morning session
- 1340** Practical exercise – spotting and creating good news
- 1410** Discussion and theory
- 1500** Tea break
- 1515** Practical exercise/workshop – finding the good news ‘factor X’
- 1615** Review of the day
- 1630** Close



WHERE DO WE TRAIN?

At the client's premises or at a purpose-equipped training venue, TV or radio studio. We can also bring camera and recording equipment to your premises for media interview and presentation skills training.

HOW LONG IS TRAINING?

Anything from half a day to a week.

9.30am to 4.30pm is our typical training day with an hour for lunch, plus short refreshment breaks mid morning and afternoon.

HOW MANY PEOPLE CAN WE TRAIN?

Between 1 and 15. Smaller groups are best for 1:1 practice and attention. 6-8 is the maximum for a day of intensive media interview and presentation skills training with a single trainer.

WILL IT BE TAILORED?

We always create a training package that's suited to your skill levels and needs. We provide summary course notes and handout materials as part of the package.

OUR TRAINERS

Our trainers all have national media and broadcast experience at senior level.

OUR TRAINING STYLE

We like training to be challenging, fun and hands on, with plenty of practical experience and discussion because that's how we think you learn best.

HOW MUCH DOES IT COST?

We charge for our time and expertise, including preparation. Prices start at £500 per trainer per day and rise to around £3500 for a full day's media training with a team of trainers in a tv studio.

CONTACT

We're happy to offer advice on the right training package and a full quote. Call Paul Wastell on 020 8881 3598 or email us at info@pwc-pr.co.uk