

COMMUNICATE WITH JOURNALISTS

A training course to master your communication with the press

A journalist is interviewing me, what is their goal? Can I refuse to answer? Should I tell the truth? How can I be credible?

Journalists split the people they are led interview in 2 categories: "bad clients" and "good clients". If you manage to be part of the second category, you will give interviews that get right to the point, without requiring a large amount of "translation work" from the journalist to develop their subject. You will then be considered the expert to interview in your field.

Objectives

Understand journalists better
Foster professional relationships
Master interviewing rules

Training duration

2 days

Number of participants

Up to 6

Audience

Any person that may be interviewed by a journalist

Educational resources

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

Prerequisites

None

Program

Understand journalists better

Information sources
The various media
How editorial staff work
Journalists' expectations

Foster professional relationships

Press conference
Right of reply
Press release
"Off the record" communication

Master interviewing rules

Key message
Hierarchy of information
Getting prepared for an interview
Speech clarity
Benefits and drawbacks of a live interview
Phone, radio, TV, newspaper interview
Interview in a crisis situation

Overcome stage fright

Learn to relax
Develop your concentration

