

What to expect from media training

Tim Phillips, October 2019

Motivation: A changing media landscape

The role of a spokesperson has changed, and media training can help to make a trainee's time more effective.

1. **The “media” has expanded, with an increasing number of shorter, more targeted articles, webinars, or video reports.** For example, more than 1.5 million unique publishers use the LinkedIn Share button to send editorial to targeted audiences.
2. **A comment lives everywhere and forever.** Quotes and stories can get picked up, reused and shared. This is a danger, but also a huge opportunity to "go viral".
3. **There is no “business as usual”.** The business, economic and political environments are rapidly changing, and can be confusing for your target audience.

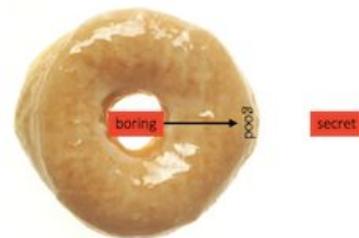
These three drivers change the demands on spokespeople. First, there are many more potential opportunities for a versatile spokesperson. Second, journalists prefer pithy, to-the-point summaries at short notice. Third, we need analytical educators, who can cut through the noise, or add a fresh perspective.

A typical session

Training is for up to four people at one time. If there are more than four, then it is better to split into two sessions. The standard format for training lasting between three and four hours, including tailored content for the trainees' experience and needs. The format for training is a mix of presentation, exercises, and role play, which will be video recorded.

It can include:

- What the media wants
 - Trends in audience tastes and journalist needs in the digital age
 - The spillover benefits of engaging
- What to expect from interviews
 - How journalists approach the task
 - Matching messages to the needs of the media
 - Making and managing time for media work
- How to prepare
 - What you should know before the interview
 - Finding the best topic and treatment
 - Prioritising high-value information
- Controlling the interview
 - Steering the journalist to your agenda
 - Retaining control
 - Avoiding distractions and surprises
- Effective delivery of your messages
 - Bridging and framing
 - Using numbers and real life effectively
 - Controversy: how far can you go?
- Techniques to improve results
 - Three five-minute drills to maximise control, and help you to be interesting and useful
 - How to review your performance systematically
 - Techniques for continuous improvement



Remote training

Often clients struggle to get all of the trainees into the same room at the same time. If they are based in different offices, it can also be expensive and disruptive to ask them to travel to a training session.

There is an alternative: the quality of videoconferencing (the best example currently is Zoom) is now good enough to run a "virtual session". This can include polls and quizzes, and might be a good solution if a large team needs training in a less-intensive way.

The trainer

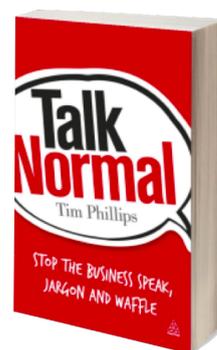


Tim Phillips has created and run media training programmes for around 100 organisations.

He has written for the *Wall Street Journal*, *New York Times*, *Guardian*, *Sunday Times*, *Management Today*, *Fast Company*, and many others. He has appeared on Radio and TV, everything from *Today* on Radio 4 to *Richard and Judy* on ITV. He is the author of 12 books on business and innovation.

His book *Talk Normal* was described by *The Observer* as "Your new favourite book," and by *Management Today* as "The kind of book that every manager in love with business jargon should be forced to read."

As well as his journalism, Tim is an economics writer and editor. He also presents the weekly VoxTalks and VoxDev Talks podcasts for the Centre for Economic Policy Research, in which he interviews prominent economists about their work.



Costs

I charge per session, which includes meetings beforehand as needed, a report with downloadable video clips and recommendations.

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