

RADA

MEDIA TRAINING

Course aim

This media training programme prepares you to carry out media interviews, enabling you to become an effective advocate for your organisation. We help the participants to define sharp and clear messages, and then work with them so they can communicate those messages with confidence during a range of interview situations, with the print and broadcast media. The course demystifies the media interview by breaking down the secrets of success into simple key points.

Course elements

Understanding the journalist's mindset

- Learning what journalists are like and what they want from you
- Understanding how the media is structured and where interviewees fit in
- Giving journalists information, so that it results in positive coverage

Communicating your message with impact

- Creating robust and credible messages
- Structuring the perfect answer to an interviewer's question
- Learning and practising the five key lessons of media training

Communicating with confidence and authority

- Guaranteeing a good result by preparing thoroughly
- Handling nerves and gaining rapport with the journalist
- Achieving the "win-win" in any type of media interview

The course is practical throughout, where delegates may do a practice interview, which may be to camera. The interview is simulated according to the issues that the participants tend to face, dealing with questions that journalists may actually ask them about.

This is an intensive one or two-day course.

ROYAL
ACADEMY OF
DRAMATIC ART

In-house Course:

From £3,500 + VAT
per day plus tutor/venue
expenses where applicable

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This course is run by RADA's commercial subsidiary RADA Enterprises Ltd. Established in 2001 RADA Enterprises makes the unique skills and experience of the Academy available to corporate, government, institutional and individual clients. All profits from RADA Enterprises Ltd are gifted to RADA and therefore, support the next generation of actors.

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