



READY TO FACE THE MEDIA?

“Your course was lovely, natural, facilitating, encouraging. The ‘teaching’ style promoted confidence!”

Chief Executive

“I spent a day with producers learning how to be on radio and television programmes. Actually, it was one of the most useful things I have done all year.”

Senior Medical Practitioner

Media Coaching with johnforrest.tv

With the proliferation of news and media outlets it is ever more likely that executives and working people at a variety of levels will be called on to make a radio or TV appearance.

Some people view the prospect with excitement, whilst others find it daunting and something they might prefer to avoid.

Whatever your views, your potential media appearances are significant moments for public exposure of your organisation, whether it is a brand, a business, or a campaign. It is important for you to use the opportunity to get your messages across effectively.

Good media training can help acclimatise you to the unfamiliar world of cameras, microphones, lights and media people.

Many types of media training are offered by a variety of companies. We like to think of our system as ‘coaching’ as we take great care in encouraging participants to develop their own personal skills. We do this by creating a non threatening, supportive and safe environment. Our system has been tried and tested by a variety of clients over a number of years.

Our tutors and facilitators all have current roles on the UK broadcasting scene - as producers, directors, journalists or reporters. During our training, their vast experience of the programme making process is available to our clients.

OUR COURSES

All our courses are highly interactive, and are based around offering the experience of TV and radio recording in a friendly, fun and supportive environment.

Our popular ‘basic’ course has been conducted for organisations throughout the UK on many occasions. It offers an introduction to media appearances on radio and TV. Participants are interviewed and have a chance to review their media style whilst developing their own personal critique.

Our more advanced courses may vary to suit the needs of particular clients. They may include input from a current on-screen reporter or celebrity, work in a broadcast studio, intensive coaching and review, specialised content development or other exercises based on a client's requirements.

We are happy to offer our basic or advanced course, or to bespoke a course suitable for your precise requirements.

OUR CLIENTS

Much of our media training is conducted discreetly, and our policy is not to publish names in our open marketing. Regular clients include health care professionals, journalists, chief executives of industrial companies, campaigning organisations and politicians.

At the end of all our courses, our clients invariably say they feel ‘more prepared to face the media’.

After one of our courses, a campaign director wrote:

“Whilst it's obvious that six hours won't turn us into media gurus, it has certainly helped us to approach the interview with a different view. Indeed, as I've listened and watched interviews over the past couple of days I've found myself reflecting on those minutes in front of the microphone, and have recognised some of the particular gambits employed. It was a good day - both the formal and the informal parts. We'd certainly be interested in doing this again.”

A BASIC COURSE OUTLINE

- 0930 Arrival and Coffee
- 1000 Session 1
 Introductions and explanations
 Presentation: 'Knowing Your Focus'
 Thoughts on your media experiences.
 Preparation for your first interview
- 1030 *Practical Session Group 1*
 Television interviews are recorded,
 played back and reviewed with a TV professional
- Practical Session Group 2*
 Radio interviews and discussions are
 recorded, played back and reviewed
 with a radio professional.
- 1230 Lunch



- 1330 Groups together – Catch up, review, discuss.
 'Breaking News' exercise
- Groups Swap
- 1400 *Practical Session Group 2*
 Television interviews are recorded,
 played back and reviewed with a TV
 professional
- Practical Session Group 1*
 Radio interviews and discussions are
 recorded, played back and reviewed
 with a radio professional.
- 1600 Session 3
 Tea - with Conclusions and Evaluation

Suitable for: 6-8 participants

At the end of this course ...

... clients feel confident to handle an interview for regional TV or local radio, taking control of the opportunity even when facing a variety of questions.

They will have had a chance to think through how they might respond to an approach from a broadcast journalist, and how to prepare for an interview.

They will have considered issues such as appearance, tone and content, and how to deal with difficult questions.

'One to One' Media Training

One-to-one media training can be tailored to suit the direct needs of the client.

We have a basic programme, which includes both radio and TV interview appearances. This provides the opportunity to be interviewed before professional equipment which we bring to the client's premises. There is a chance to discuss appropriate preparation for such interviews and, with the client, to review 'performance'.

The sessions are informal and friendly, and provide plenty of opportunities to discuss media handling in general, to review past experiences and to discuss future events which may include the need for media appearances.



AN INTRODUCTION TO THE MEDIA MACHINE

We run a one day course suitable for people with little awareness of media handling who might be encouraged to take positive media opportunities and may occasionally find themselves contacted by media outlets.

The course covers some radio and television techniques, press interviews, press handouts, principles of crisis management and an introduction to media strategy.

ADVANCED COURSE

PERSONAL SKILLS BEFORE CAMERA AND MICROPHONES

This course is suitable for people with some media experience or none who expect at some stage to speak for the organisation on radio or television. The course, held over two days, aims to develop basic techniques and confidence to make use of media opportunities. Participants receive plenty of practice in front of camera and microphones and are able to review their appearances in a safe, enjoyable and friendly environment.

“Thank you very much for the planning and thought you put into it and your light handed presentation style which ensured such good participation. I am sure we will be working together again.”

University Academic

‘I found it immensely helpful and challenging. Just hope there are opportunities to use what you have taught us.’

Senior Consultant

Associate Trainers

John Forrest

John has more than 30 years production experience in the radio and TV industry. Recent projects have seen him making programmes for BBC 1, BBC Radio 2 and 4, and commercial radio. He has held staff positions on BBC and commercial local radio as well as ITV and BBC TV. He trains and mentors professionals in the broadcast industry and works as a broadcast consultant to several publishers and charities. His broadcast programmes have variously won nominations for acclaimed industry awards, including BAFTA and the Royal Television Society and he holds a gold Sony Award for creative use of radio.

Andrew Graystone

Andrew has worked extensively in television and radio. He has worked as a producer making BBC day-time programmes and observational documentaries for BBC1, 2 and Radio 4. He broadcasts regularly on BBC Radio 2 and Radio 4 and BBC local radio. He also lectures in media and cultural analysis at universities and provides media consultancy services to voluntary sector organisations.

Janet Graves

Janet’s recent production credits for BBC Radio 4 include many editions of Woman’s Hour, You and Yours, documentaries and The Message. She has also worked as producer with BBC daytime TV, TV Director with children’s television and as a journalist with BBC regional journalism. She is a trained trainer and coach and her training work has included mentoring producers for the BBC local radio.

Other Trainers

We have a wide contact list with other professionals in the media industries and call in as appropriate.

Advanced Media Skills Courses

These build on our basic course, giving clients further experience of being interviewed to a more advanced level in a real TV and/or radio studio by a working journalist.

Courses can be constructed to meet clients’ needs directly. There may be a greater focus on hostile questioning, crisis management and damage limitation.

We especially enjoy working with in-house communications departments, ensuring maximum liaison with clients’ current PR strategies.



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