WORKSHOP 2

Expert comment to the media

OUTLINE: Interview techniques; radio, TV blue screen and ‘as live’ TV studio

Recommended max 5 delegates per day

This workshop teaches interview techniques in a variety of media situations and the day breaks down into three practical sessions: a 'down the line' radio interview (also functions as a phone interview for print), an on camera 'blue screen' interview for television and an ‘as live’ TV studio interview. Each interview session will be recorded and played back for comment.

Details of the training day

09.30 Meet and greet; tea/coffee, introductions and expectations.

10.00 Introduction to basic interview techniques (Facilitator-led discussion): FAQ’s, contentious questions in specialist subject areas, possible use of demo’s or props.

11.00 Session 1: Down the line radio interview: This takes place in a remote studio. Delegates will be interviewed in turn in their specialist subject area. (Practical session followed by critical but ‘light-hearted’ review of recorded material).

12.00 Session 2: On camera ‘blue screen’ interview: Discussion of basic tips for appearing on camera. Each delegate will give a remote television interview against a blue screen. Playback and 360 critique.

13.30 Laugh over lunch: Working lunch, reflecting on the mornings recordings and discussing performance improvement techniques.

14.30 Session 3: Live TV studio interview: Discussion on use of props etc, how to perform in a studio environment. A repeat of the mornings interviews in an ‘as live’ studio setting. Review and critique of recordings and notes of performance improvement throughout the day.

16.00 Tea and wrap up: Group discussion of lessons learnt during the day, what has been achieved and areas to continue working on.

17.00 Close and review of day: Note that the actual finish time will depend on the number of participants and how the day has progressed.