



## **Media Training**

We offer a comprehensive half or full day media training course that will equip the participants with a required skills for dealing with newspapers, radio and TV. We can also train individuals for a couple of ours, or larger groups over several days. Hands-on experience will be matched by strong advice and the tools to prepare for any media encounter. We host general training days and offer bespoke in-house training for clients.

### **The best in the business**

Our clients include major banks and government agencies. Our consultants are recruited from the best of the media world. We work with our clients to ensure they have gained the maximum value from our knowledge.

### **What we offer**

Highly experienced training consultants from the media world

Multiple occasions to practice with industry standard equipment

Tools to help you build your message

A constructive, nurturing approach

The benefits of ten years training senior management and global organisations

## **Pick from these options to build the media training day of your requirements**

### TV

Hands-on TV experience with hard news camera operators and veteran interviewers. You will get at least three occasions to be interviewed and shown the tape back, with constructive analysis at each stage. This will be built around guidance on how to construct an effective message for TV news or discussions programmes.

### Radio

Hands on radio experience with a top broadcast professional. Over at least three interviews you will learn how to build your message, use your voice and project your personality in a winning way. The feedback will be tailored to your performance and will leave you equipped to face any microphone.

### Newspapers

Quality time with newspaper veterans who will instruct on how print stories are created and how journalists go about getting their quotes and research. Participants will experience being interviewed by a print journalist, shown how 'top lines' are identified, guided through the intricacies of newspaper editorial structures and told how to structure a story to grab a news editor's attention.

### Authored articles

Providing editorial content for trade magazines and the general media can be a very successful way of promoting your message. Writing articles which are interesting and well-read is skill. Allmediaskills can help you acquire the techniques for producing arresting copy. This course shows how a news story is structured, how to spot the 'news-line' in your issue and how to write clearly.

12 South Charlotte Street  
Edinburgh EH2 4AX

Tel. +44 (0) 131 624 9854

[www.allmediaskills.com](http://www.allmediaskills.com)  
[info@allmediaskills.com](mailto:info@allmediaskills.com)