

Councillor development

Media Skills

Date(s)	Time(s)	Venue(s)
Monday 30 April 2012	9.00am to 5.00pm	Committee Room 3, County Hall, Trowbridge BA14 8JN

Target audience: Those councillors who sit on Shadow Community Operations Boards

Booking Deadline: Friday 20 April 2012

Introduction

Introduction to the trainer

Andy Carapiet of Media Friendly has been a media trainer for the past ten years and is a former BBC Television and Radio Producer.

Course Outline

This Media Skills Workshop aims to provide elected members with the media skills necessary for a proactive approach to raising the profile of the Council. You will be shown how to prepare, plan and take control of Media Interviews, building confidence and competence.

Video playback analysis and “real life” tailored interview scenarios will develop skills and confidence.

Media Friendly will show how to build relationships with journalists, how to improve relations with local press and how to deal in a proactive way with unfavourable reporting, should that ever occur.

For course bookings contact Rita Sanders on 01225 718 375 or email councillordevelopment@wiltshire.gov.uk

For more information on councillor development please see: <http://thewire.wiltshire.council/index/councillors-area/councillor-development.htm>