

Councillor development

Media Skills

Date(s)	Time(s)	Venue(s)
Wednesday 6 November 2013	9.30am to 4.30pm	Meeting Room, City Hall, Malthouse Lane, Salisbury SP2 7TU

Target audience: This workshop is suitable for both new and longstanding councillors who would like to develop confidence and skills in media-handling.

Introduction / What is it about?

Aim

The workshop will provide delegates with the confidence and understanding needed to handle all types of media enquiry/ interview- face to face, newspaper, radio, TV and web (including social media).

Objectives

By the end of this one-day workshop councillors will be able to:

- understand how the media work
- have an understanding of different interview formats (live and recorded, radio, print or TV)
- know what to ask before an interview and how to be as prepared and professional as possible
- take away tips on how to feel confident and capable and deal with nervous energy
- understand how to get the most out of their time 'on air'
- know how to get their message across clearly and make the right impact
- learn how to think on their feet and deal with awkward questions
- be aware of the common pitfalls and understand why what they say matters

Cost to Town and Parish Council members wishing to attend:

£80 per attendee, which includes refreshments and all course material.
Please note that payment would be required before attending the course.

Confirmation of bookings would be sent as soon as possible.

**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>**