

## Media Skills

**Please note this is not a public meeting but a development session**

---

**Date(s)** Monday 10 January 2011  
**Time(s):** starting at 9.30 am  
**Venue(s):** Committee Room 2, Browfort, Devizes, SN10 2AT

---

### Brief description

#### **Media Skills**

You never get a second chance to make a first impression – especially with the media. This course is designed to make you feel comfortable and confident in handling newspaper, radio and television interviews using a tried and tested formula which has been extremely successful for us over the last ten years.

**Date:** 10 January 2011

**Time:** 9.30 am to 4.30 pm

**Venue:** Committee Room 2, Browfort, Devizes, SN10 2AT

**Number of attendees:** 6

**This session may be of particular interest for:** all councillors

**Trainer / Course provider:** Andy Carapiet of Media Friendly

### Programme

- Introduction to the Media
- Newspapers, radio and television
- What makes the news?
- How to be proactive – turn around blame culture
- How to take control of a media interview
- Putting over your success stories

- Crisis management – how to handle a crisis
- Interview technique
- Preparation
- Appearance, presentation and voice
- How to make the ordinary newsworthy
- The Press Release

### **Please note**

1. Different venues, times and days are proposed when possible to enable as many councillors to attend but we do have to use the one(s) with the most possible attendees.
2. Following a development session the information, if possible, will be made available on the Councillor Development Area on the Intranet.
3. If you are not able to attend a session that you were very interested in and the information cannot be made available on line it may be possible to organise a one-to-one with a relevant officer or a personal development session; if you are interested please contact Marie Gondlach (details below).
4. Pre-booking is essential. If you do not book 3 working days in advance, catering (if applicable) cannot be guaranteed, nor parking or seating at the venue.
5. There is a cost to providing any development event. If you are unable to attend a previously booked course, please let Marie Gondlach know so that the place can be offered to others.
6. Co-opted members, Town and Parish Councillors, Partners and Councillors from neighbouring authorities may be in attendance at some sessions.

### **If you would like to attend please contact:**

Wiltshire Councillors do not need to complete a request form for this session but for administrative purposes please let us know if you wish to attend

Email: [CouncillorDevelopment@wiltshire.gov.uk](mailto:CouncillorDevelopment@wiltshire.gov.uk)

Fax: 01225 713 099

Tel: 01225 713 597 (Marie Gondlach)

Post: Democratic Services, County Hall, Bythesea Road, Trowbridge, BA14 8JN

### **Access to the venue**

Please see supporting documents.

---