

Media Interview & Message Training SAMPLE AGENDA

1.	Welcome & Session Goals	5 Min.
2.	Setting the Foundation: PR & the Media <ul style="list-style-type: none"> • PR and Media Relations: How to Further Your Brand • The Media Today: Who are They and What Do They Want • Media Interviews: The Types & Formats You Can Expect 	20 Min.
3.	Strategies for Success <ul style="list-style-type: none"> • What They Don't Tell You About Media Interviews • Before the Interview: What You Need to Know • During the Interview: The Key Dos and Don'ts • After the Interview: What's Required 	20 Min.
4.	Becoming a Master: Essential Techniques <ul style="list-style-type: none"> • <i>Talking Points</i>: What They Are & How to Use Them • <i>Framing</i>: The Set-Up for Success • <i>Bridging</i>: Getting to Your Talking Points • <i>Relating</i>: Making Your Points Unforgettable and Quotable 	30 Min.
5.	Crisis Communication: A Brief Note <ul style="list-style-type: none"> • Utilize the A-R-R-R Approach 	20 Min.
	BREAK	10 Min.
6.	Theory to Action: <ul style="list-style-type: none"> • Practice and Group Evaluation 	30-40 Min.
7.	Closing Thoughts <ul style="list-style-type: none"> • Lessons Learned and Actions to Practice 	15 Min.