

Being interviewed by the media - ENG

2 jours - 14,00 heures
Programme de formation

Objectifs pédagogiques

Pedagogical objectives

- Demystifying the role and functions of a journalist, clarifying beliefs and untruths about the media
- Understanding and anticipating the expectations and needs of journalists
- Exploring the requirements of crisis media communication
- Learning how to react effectively to pitfalls and tricky questions
- Knowing how to use the special features of online media and social networks,
- Increasing self-confidence through a variety of filmed exercises (interview simulations).

Compétences visées

- Speaking skills: boosting your impact through appropriate non-verbal language
- Behavioural and interpersonal skills in stressful situations: practising good media practice in tense situations, knowing how to react when faced with sensitive issues
- Media skills: understanding and anticipating journalists' expectations and needs, knowing how to use and feed your message
- Methodological skills: knowing how to prepare for an interview, anticipating how to enhance and illustrate your message

Description / Contenu

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Functional, oratory, behavioural, relational and reactionary skills in face-to-face interviews with journalists, in regular or crisis situations.

Dissemination of methodological principles that can be put into practice immediately, followed by filmed simulations designed to test the tools explored in real time.

Stage 1: The basic rules of dealing with journalists

- The essential pre-requisites for an interview
- The primary methodological principles + video practice of a classic interview simulation
- The tools for making an impact in an interview: the importance of the message and non-verbal communication

Video practice of a regular interview simulation

Stage 2: Anticipating the expectations of journalists

- Knowing how to prepare, what to say and how to say it
- Reacting effectively to trick questions

Video practice of a simulated aggressive interview

Stage 3: The specific aspects of crisis interviewing

- Media skills to be integrated,
- Organisation of responses, internal coordination, etc.

Video practice using a simulated interview in the context of a serious crisis

Stage 4: Reacting to specific media

- Social networks and online sites, the local press, investigative journalists

Video practice on a simulated press conference interview in a context of tension





Modalités pédagogiques

Educational format

On site : 1 or 2 days – 7 hours

Remote : 4 x 3,5 hours workshops via Teams, GoogleMeet... (collective – individual mix)

Possibility of organization on-measure, according to the objectives set or logistical requirements

Moyens et supports pédagogiques

Educational resources and supports

- Slide show PPT
- Check list
- Videos
- Pedagogical Support
- Exercices

Modalités d'évaluation et de suivi

Evaluation and monitoring methods

- Self-positioning of participants on a digital platform shared with the trainer (beginning and end of training)
- Evaluation acquired by the trainer after training
- Individual on-demand follow-up coaching
- Impact questionnaire sent to sponsor three months after training
- Post-training assessment one or two months after the course

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