

# Media learning workshop

**Understanding how to work usefully with “the media” (broadcast, print, social) is an essential skill for mayors, councillors and council executives.**

There are two main reasons this is an essential skill:

1. your council’s reputation and credibility with your community will be influenced by the media
2. the media is a doorway to openness and transparency – a legislative requirement for your jobs.

Media today are far more challenging than even 5-10 years ago with digital and social media creating even more demand for speedy responses and highly visible personal and corporate integrity.

This is one day workshop for up to 15 people – elected members and senior executives. The outcomes are:

- increased confidence and self-awareness by participants when responding to media
- measurably improved performance in media practice
- greater clarity between elected members and staff about responsibility and accountability.

## 1. What/who is ‘the media’

Provides participants with an understanding about how we define media and why knowing how they operate can help you manage your relationships much more effectively.

## 2. Your council policies and practice

Provides an overview of existing council policies and practices such as: which spokesperson is the right one, the difference between ‘policy’ versus ‘operational’ matters, approval processes for media advisories/ releases (and what is the difference between the two), and working with your communication team. *(If you do not have any commonly understood policies then this is the session to learn about them or to create them.)*

This session will also briefly cover your Emergency Management Public Information requirements.

## 3. What do the media expect from you

A reminder about what makes the media tick and what their needs are. By having a greater understanding of the pressures they operate under they can become a help not a hindrance to achieving your council’s communication goals. This session includes a

discussion on ‘relationship management’ and where you stand in ‘off the record’.

## 4. Best practice

- ✓ Being proactive
- ✓ Key messages/sound bites
- ✓ Internal before external
- ✓ Taking a long term view

## 5. Practical session

Participants will all have ‘war stories’ based on their own experience. Prior to the workshop day each participant will be invited to share at least one example with the facilitator. Based on these a series of practical opportunities, building on the lessons learnt, will be provided. This may include role play with taping and video experience and will be tailored according to the needs you have.

It is anticipated that the areas requiring practical experience, review and feedback will include:

- dealing with tricky questions
- how to stay ‘on message’
- taking control of the interview
- the value of repetition
- being accurate not fluffy
- body language
- making the most of your natural abilities
- what to do if you ‘stuff up’
- social media traps
- handling an aggressive interviewer
- how to ensure a strong finish.

**As a follow up to the workshop I am able to provide written feedback on individual performance if required.**

## INVESTMENT

This workshop can be delivered for \$3000 plus gst (and any reasonable expenses covered).