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## Positive Media Relations

### One-Day Agenda

08:30-09:00	Introduction, course outline, participants' expectations
09:00-10:00	Overview of the media, their characteristics and needs
10:00-10:15	BREAK
<b>10:15-11:00</b>	<b>Exercise I: First Recorded Interview</b>
11:00-12:00	Debriefing and critique
12:00-13:00	LUNCH (catered upon request)
13:00-13:30	Structuring information, communications model, target audiences, key messages
<b>13:30-13:45</b>	<b>Exercise II: Developing Messages</b>
13:45-14:00	Interview techniques, telephone interviews
<b>14:00-14:30</b>	<b>Exercise III: Second Recorded Interview</b>
14:30-14:45	BREAK
14:45-15:30	Debriefing and critique
15:30-16:00	Trap questions and bridging techniques
16:00-16:25	Maximizing media opportunities, rights and recourses
16:25-16:30	Q & A, evaluation