



deltamedia

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Targeted Media Messages

One-Day Agenda

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| 09:00-09:10 | Introduction <ul style="list-style-type: none">▪ Welcome and Introductions▪ Review of expectations and outcomes |
| 09:10-09:30 | Understanding the media <ul style="list-style-type: none">▪ Role of the media▪ Media trends▪ Print▪ Television▪ Radio▪ Internet▪ Ground rules▪ Your rights |
| 09:30-10:00 | Exercise I: Cold Call Interview <ul style="list-style-type: none">▪ Brief demonstration interview(s)▪ Replay and constructive critique |
| 10:00-10:30 | Coping with nerves <ul style="list-style-type: none">▪ Four-step approach |
| 10:30-10:45 | BREAK |
| 10:45-11:30 | Exercise II: Recorded Interviews <ul style="list-style-type: none">▪ On camera interviews using current knowledge |
| 11:30-12:00 | Replay and constructive critique <ul style="list-style-type: none">▪ Client feedback |
| 12:00-13:00 | LUNCH (catered upon Request) |

13:00-14:30	Exercise II: Media Message Development <ul style="list-style-type: none"> ▪ Develop a position statement and targeted responses based on a supplied scenario ▪ Six steps ▪ Responses ▪ Position statements ▪ Structuring responses
14:30-14:45	BREAK
14:45-15:30	Advanced interview techniques <ul style="list-style-type: none"> ▪ Bridging phrases ▪ Common media traps
15:30-16:15	Exercise III: Recorded Interviews <ul style="list-style-type: none"> ▪ Interviews using media lines from exercise II and applying new techniques
16:15-16:45	Replay and constructive critique <ul style="list-style-type: none"> ▪ Client feedback
16:45-17:00	Q&A, wrap-up, evaluations