

Course : Media training: mastering interviews with journalists

Practical course - 2d - 14h00 - Ref. MED

Price : 1540 CHF E.T.

★★★★★ 4,7 / 5

Identify catalysts of interest for journalists. Calibrate messages to different media formats. Prepare an appropriate lexical field and build rewarding messages. Speak clearly and precisely. Be at ease in all situations: face-to-face, on the phone or at a press conference.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the different types of interview
- ✓ Prepare interviews and identify catalysts of interest
- ✓ Build your message and prepare your hook
- ✓ Focusing on the main message
- ✓ Managing constraints

Intended audience

Managers and executives, administrators (associations, NGOs...), local and regional government officials, experts, any professional who has to answer an interview.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Simulated radio, TV and print interviews. Viewing and critical analysis of footage. Group writing workshops.

Course schedule

PARTICIPANTS

Managers and executives, administrators (associations, NGOs...), local and regional government officials, experts, any professional who has to answer an interview.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding the work of journalists

- Work methods and motivation.
- Selecting and prioritizing information.
- Identify the purpose of the interview.
- Collect raw material, give credibility to, confirm or refute a thesis.

Hands-on work

Identify the different types of journalists and media.

2 Knowing interview typologies

- Interview with a print journalist.
- The radio interview. The importance of words and tone.
- The TV interview. Nonverbal communication and unwanted messages.
- The e-interview: between the written and the spoken word.

3 Preparing for the interview: the essentials

- Determine your objective.
- Define an angle that reconciles the interests of the organization and the expectations of journalists.
- Identify catalysts of interest.
- Identify sensitive issues.

Hands-on work

Determine, for different topics, the angles that are relevant to journalists and the catalysts of interest.

4 Building messages

- Framing the CQJVD: What I Want to Say.
- Build impactful sentences using the pitch technique.
- Select examples: illustrative and meaningful.
- Moving from the general to the specific, from the abstract to the concrete.
- Weigh the words: choose an appropriate semantic field.

Hands-on work

Simulated on-camera interview followed by a viewing session.

5 Grab and hold attention

- Prepare the first thirty seconds well.
- Defining rhythm and style.
- Master the fundamentals of public speaking.

Hands-on work

Simulated interviews.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

6 Delivering the message

- To answer or not to answer questions.
- Focus on the main message, refocus the exchange.
- Use selected examples.
- Conclude by summarizing the central message.

Hands-on work

Simulated interviews.

7 Integrate special features and avoid pitfalls

- Take into account the time constraints of audiovisual media and technical imperatives.
- Radio, TV: keep it short. Print media: short or long interviews.
- Avoid the pitfalls: words, expressions and attitudes.

Hands-on work

Viewing and editing a subject.

Dates and locations

REMOTE CLASS

2026 : 18 June, 28 Sep., 26 Nov.