



Question and Answer

What follows on the following page is an outline of our intensive 1/2 day Q&A course. This session delivers knowledge and skills that equips people to handle radio interviews, TV current affairs and feature articles in print with greater confidence.

It is one of a range of courses and services that provide ongoing [assistance](#) for media and general communications.

| Course Title | Emphasis | Duration |
|-------------------------|--|-----------|
| News | Preparing and delivering short attention getting quotes and information for TV-Print-Radio news bulletins. Staying 'on message' | 1/2 Day |
| Media | Combination- News & Question and Answer | 3/4-1 Day |
| Media Conference | Planning-Rehearsing-Feedback for a media conference. Skills can be used for public-meetings as well. | 1/2 Day |
| Taking Talkback | Building on Q&A skills to handling the vastly unpredictable questions from listeners. Sounding credible, staying on track. | 1/2 day |
| Live To Camera | On camera presentation skills for those who do live TV crosses (Today Show/ Business Shows/Corporate Videos etc) or sponsored links (Finance Report) | 1/2 day |
| Dress Rehearsal | Prepare-Refine messages and rehearse any upcoming media encounter. Can be done days before or hours before as a warm up. | Variable |
| Refresher | Sessions that keep media skills fresh and newsmakers ready. A skills check-up, revisiting theory with several practice interviews. | 2-3 hours |

- Courses are run either on a per session basis (1-2 people) or Groups basis (3 people or more)
- These courses contain solid skills and information while at the same time are flexible enough to fit your particular needs.
- We can run media courses anywhere in Australia and we offer very competitive rates.
- Contact us for price details, written quotes and the range of savings for multiple bookings.

Phone 03 9673 8155
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Q&A

Duration:

3-4 Hours (*depending on group size*)

Summary:

Q and A style interviews are the second of the major information media products and have become the most influential way to change or reinforce an opinion.

These interviews are typically seen on TV Current Affairs or Lifestyle shows, Radio Chat Shows and Feature articles in print.

You can face questions from a range of sources starting with a well researched, intelligent journalist and ending with the ill-formed confrontational 'shock-jock' Ironically it's the subdued, intelligent interviews that often cause the most damage!

Any Q and A interview requires clear preparation and a strong skill set, that at times is the total opposite to what is required in the News area.

This course puts these interviews into their true business benefit position by revealing the conversation behind the conversation that happens with every interview. Techniques and skills are taught and practised, culminating in interviews that represent the broad spectrum of this field.

Components:

- Clarify exactly what a Q&A is and where you fit in.
- Preparation techniques to achieve effective, entertaining answers and information that delivers strong, positive outcomes for you while at the same time is attractive to the media.
- Media Release format.
- Tactics for when things get tough. (Interruptions/'Killer' questions)
- Practice interviews and feedback.
- Presentation guidance.
- Post course practice techniques to keep the skills live.

Method:

- Interactive sessions using PowerPoint/whiteboard.
- Course notes/work book, which becomes a valuable future reference guide.
- Actual examples from real media encounters. (Radio/TV/Print)
- Video and or audio recording, playback and feedback.

Benefits:

- Allows total focus on one of the most influential forms of media.
- Time efficient for the person unable to commit a whole day.
- Works well as a partner course for the News course allowing time flexibility for those who can't commit a whole day but need both skill sets.
- **Equips participants to be 'ready with the answers'.**

Packages

Time Saver.

For people wanting to take both News and Q&A the time saver package takes the pressure off having to get a group together for a whole day. For many it's easier to clear a few hours as opposed to an entire day. The sessions run when you want and often work best when scheduled at 7 or 8 am.

- Price bonus of a 10% discount off the cost of the second course if both are booked simultaneously.

Total Cover

12 months worth of media training and support, 7 different sessions, your people well trained and ready, one discounted price.

- Price bonus 15% discount on listed price of the sessions.

Special Offer

For March/April ONLY- If a Taking Talkback; Dress Rehearsal; Media Conference; Live to Camera Brainstorm session is booked within 2 weeks of initial News/Q&A/Media course.

- Price bonus 10% discount off normal price.

| Service | Emphasis |
|-----------------------|---|
| Retainer | Time based fees entitle you a range of services and preferential access-pricing with Media Assist courses during the time frame. |
| Media Audit | Review of your organization's media processes and readiness. Suggestions on improvements, help with implementation and tests of new systems. |
| Brainstorm | Facilitated session(s) to construct media attractive quotes-answers-information that suit your goals. Help with adding words and imagery to enhance material. |
| Business Media | Planning-Strategy support for business reporting. ASX announcements etc. |
| Annual Reports | Designed, formatted and produced by an award winning team with major corporations as regular clients. |
| Internet | Virtual media room design, image library hosting, website design and hosting etc |
| Video Unit | Corporate Videos-Video News Releases- Internal-Presentations produced. |

- Prices are all ex-GST
- Settlement within 7 days (Cheque/Visa/Direct Deposit)
- Payment made on the day of the course attracts 5% discount on quoted/package price.
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