

# Minds Change

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## MEDIA MINDED

### Course Description

A short course providing the expertise needed to handle media interviews with confidence and authority – even under highly challenging circumstances. You'll learn simple techniques to avoid being wrong-footed by awkward questions, turn potentially damaging facts into positive outcomes and discover how to take control of threatening media interest.

If you ever wake up one morning with national newspapers and TV crews at the gate, armed with damaging information and baying for answers... this is the course to guarantee your survival!

### What you will learn.

For the untrained, there's no such thing as 'The Safe Interview'. Every encounter with journalists carries the seeds of potential disaster. A 'curved-ball' question prompts an unwary admission, an ill-advised remark... and suddenly, you're on the front page for all the wrong reasons. But it doesn't need to be this way.

This course teaches a series of simple, practical steps to put YOU in charge of the media process.

You'll learn:

- How to appear confident, well-informed, calm and convincing as an interviewee – no matter how tough the questioning.
- Crisis management: the special skills needed to regain control and snatch PR victory from the jaws of near-certain disaster.
- The secrets of Interview Preparation: four key strategies to determine the outcome of an interview even BEFORE it's happened! Plus, the key differences between print and broadcast media.
- How to guarantee you're not misquoted – and an 'inside track' to help you avoid the tricks most commonly used by journalists to lure you into an indiscretion.
- Why the dreaded 'Live Interview' is actually much easier to handle than a pre-recorded encounter.
- Physical techniques to master the all-important science of body language and speech control – ensuring that *what* you're saying isn't contradicted by *how* you're saying it!
- How to use journalistic deadlines to your advantage – gaining maximum benefit from the timing of statements/responses to a story. In short, why the clock is your best friend.

- Decision-making: when to give an interview and when to remain silent.
- The Rules of Journalism. Reporters are not, in fact, the unprincipled, phone-tapping rabble of modern mythology. There are strict rules on how they work. And you need to know them - to ensure everyone's playing nicely.
- The Legalities. What's the difference between libel, slander and defamation?
- A host of entertaining hands-on tips and techniques to keep you safe in your day-to-day dealings with reporters – from someone who really knows how the media operates.

Steve Bailey has over 30 years' experience in both National Newspapers and Broadcasting – having worked at senior levels in both industries. He was a news reporter, then Investigations Editor at **Mirror Group Newspapers**. He has also written extensively for titles including **The Sunday Mirror, The Independent, The Daily Telegraph** and a wide range of magazines.

He ran a dedicated Investigations Unit for Channel 4's **Dispatches** programme, has worked for BBC Documentaries, BBC Science/Adventure and ITV Factual on a variety of high-profile, network television series and one-off productions.

Bailey also understands the 'business end' of media, having worked both as a Head of Factual and Managing Director of television companies in the independent production sector.