



MEDIA TRAINING

Course Notes

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INTRODUCTION

Media Training has evolved far beyond preparing spokespeople for traditional radio and TV interviews.

Today, "media" encompasses every facet of modern business communication, from online platforms to in-person interactions, internally and externally.

Engaging with staff, stakeholders, clients, and the media has never been more challenging, requiring a diverse set of skills to navigate this complex landscape.



MEDIA HISTORY

Media used to exist in a world dominated by traditional radio and television—where a few broadcasters delivered the same content to mass audiences—to a landscape defined by constant connectivity and choice. In the early broadcast era, communication was one-way, scheduled, and highly trusted, with limited channels shaping national conversations.

The arrival of cable, satellite, and then the internet introduced far more choice and began to fragment audiences. News shifted from fixed bulletins to continuous updates, and people started actively seeking information rather than waiting for it. This digital shift laid the groundwork for more personalised and interactive media habits.

Today we live in a multi-channel, multi-platform world shaped by social media, smartphones, streaming, influencers, and user-generated content. Communication is instantaneous and two-way, stories can spread globally within minutes, and audiences consume personalised content across multiple devices. The result is more voices and more choice—alongside greater noise, complexity, and reputational risk.



INTERVIEW PLANNING



STRATEGY

Effective media interviews are built on three essential stages of planning. First is strategy: clearly defining what you want to achieve, identifying the anchor points you need to deliver, and shaping the core messages that support your objectives. This is where you decide what success looks like and what you must land, regardless of the questions asked.



LANGUAGE

Second is language: selecting clear, accessible, and relatable wording that your audience can genuinely understand and buy into. Even the strongest ideas fall flat if they're expressed in technical jargon or overly complex phrasing, so this stage focuses on translating strategy into human, memorable, and audience-friendly communication.



PERFORMANCE

Third is performance: recognising that how you say something often carries as much weight as what you say. Tone, pace, confidence, and presence all shape how your professional competence is judged, especially in high-stakes media moments. A strong performance reinforces your message, builds trust, and ensures your strategic intentions land effectively.



INTERVIEW DELIVERY

1. ACKNOWLEDGE

Delivering an effective media interview happens in three clear stages. Stage one is acknowledgement: recognising that a question has been asked and showing the audience you've heard it. This can be as simple as a brief nod to the theme or context. It establishes respect, keeps the interviewer onside, and prevents you from appearing evasive.



2. BRIDGE

Stage two is bridging: creating a smooth, credible link between the question and the key message you need to deliver. This middle phase is the meeting point between where the reporter starts and where you need to take the conversation. Strong bridging avoids confrontation, maintains flow, and gives you permission to move towards your priorities.



3. CONTROL

Stage three is control: confidently landing your message so that more of the interview belongs to you than to the reporter. This doesn't mean ignoring questions; it means shaping the narrative, reinforcing your key points, and guiding the audience toward what matters most. Effective control ensures your strategic objectives come through clearly and consistently, even in challenging interviews.





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CONTACT

 darkstaruk.com

 office@darkstaruk.com

 167-169 Great Portland St, London W1W 5PF