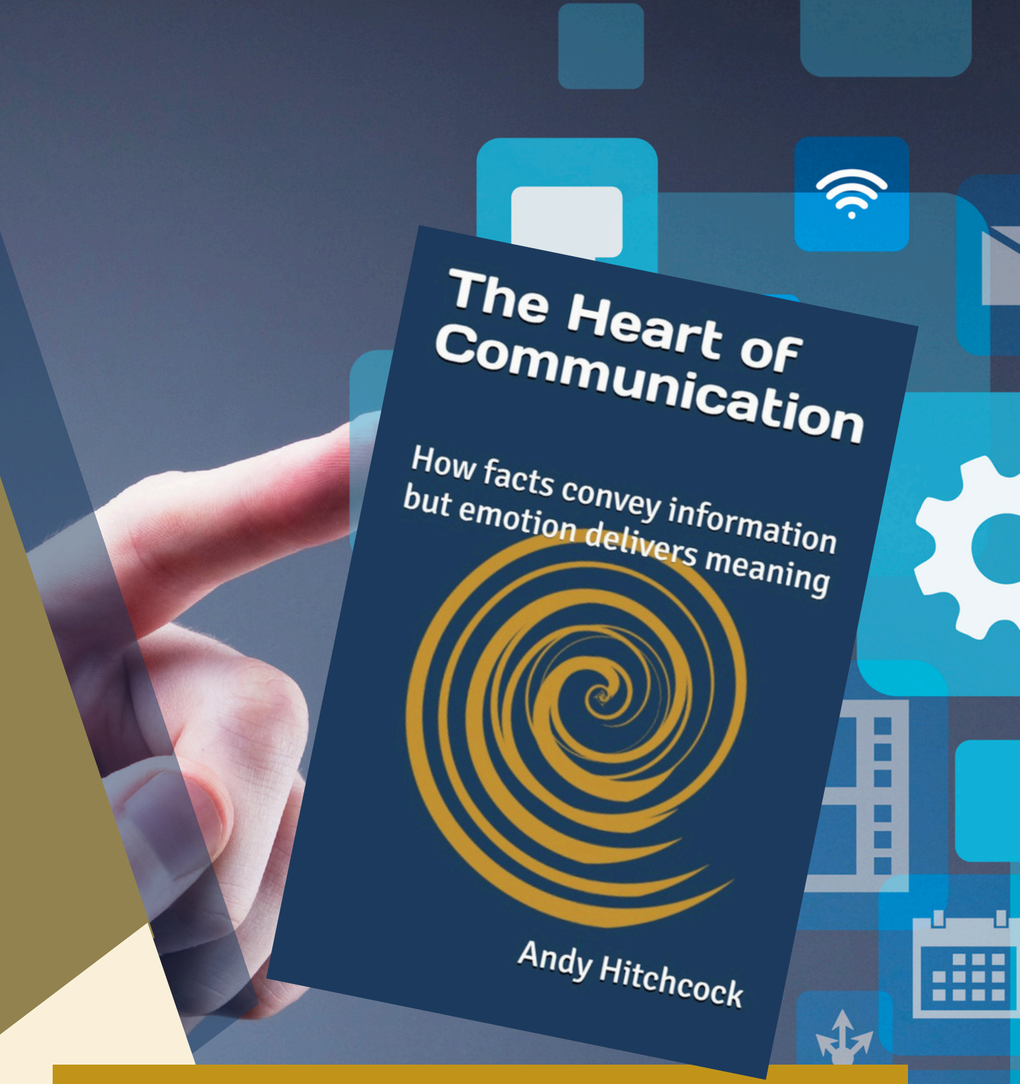
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MEDIA TRAINING

Joining Instructions

darkstaruk.com



There is no pre-course reading necessary but you may wish to read a little more about essential skills for media in ‘The Heart of Communication’ written by Andy Hitchcock from Dark Star UK, who is one of your trainers. The paperback, Kindle edition and e-book are available now.

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Confident Communication. No noise. Just impact.

INTRODUCTION

We are looking forward to seeing you for your Media Training session with us. The training team and agenda for the day are on the following pages.

Date: based on your original invitation
Venue: Sussex Police Headquarters, Church Lane, Lewes, East Sussex, BN7 2DZ
Time: 0930-1645 with a lunch break from 1230-1300





dark star media
COMMUNICATIONS TRAINING

COURSE OVERVIEW

The session is designed to help you handle media interactions with confidence. Throughout the day you'll take part in a mix of short theory briefings and practical interview exercises for TV, radio and online, with personalised feedback and coaching.

You'll also gain a clear understanding of how today's media works, how to work in a crisis and the impact of the digital landscape on news coverage.

By the end of the session, you'll have developed practical interview skills to communicate more effectively and confidently.

There is no pre-reading necessary for this session though you may wish to bring a notepad or laptop. A full digital course notes package and your videos recorded on the day will be available after the training.



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COURSE AGENDA

0930 Welcome and overview of the day
An opportunity for delegates to share any prior media or communications experience they may have.

0945 Understanding today's media environment
We explore, with video input, how the always-on, 24/7 news cycle–driven by the pace and reach of social media–has reshaped the way stories break and evolve, and how this may impact Sussex Police.

1000 Mastering the media
We introduce a straightforward, actionable framework to help you plan and deliver your core messages with clarity and authority. You'll learn to stay on message, highlight your priorities, and manage challenging questions under pressure.

1030 Break

1045 Exercise 1: Delivering a statement
In high-profile operational incidents, officers are often required to convey confidence, authority, and reassurance to the public, whether during an unfolding event or in its aftermath. All delegates deliver a statement individually which is recorded on camera and then played back.

1145 Exercise 2: Interview planning
Working with some approved 'lines to take', delegates in pairs rehearse their media performance for a live interview based on one of a range of scenarios.

1200 Live radio interview
One of each delegate pair delivers a radio interview, 'broadcast' live from an adjoining room.

1230 Lunch

1300 Interview playback
Each of the live radio interviews is replayed for analysis, feedback and coaching.

1345 Understanding non-live or edited interviews
We offer guidance on crafting impactful 'soundbite' quotes for TV, radio, print, or digital platforms, where your words may appear outside their original context.

1400 Exercise 2: edited TV interview
The other member of each delegate pair takes part in one-on-one interviews on camera. These recordings are then reviewed with further coaching.

1500 Break

1515 Exercise 3: Online live interview
We explore the rise of online interviews in broadcasting, driven by their convenience, cost-effectiveness, and flexibility. All delegates participate individually in this exercise. Followed by playback and analysis

1615 Feedback and analysis
We review the videos offering our final analysis of the day

1630-1645 Close
Delegates are invited to provide feedback on the day's session and will receive information on accessing their personal videos from the day, along with comprehensive digital course notes to support ongoing learning.

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TRAINERS FOR YOUR SESSION



ANDY HITCHCOCK

The session will led by Andy Hitchcock, a seasoned media and communications trainer with more than 20 years of corporate experience and a distinguished 20-year career with the BBC and ITV. Andy has delivered thousands of tailored sessions for many clients, drawing on decades of experience in news presentation, production, including political reporting at BBC Westminster.



JEREMY POLLOCK

Jeremy is an accomplished former BBC manager, broadcaster and journalist with a proven track record of leading radio stations and newsrooms throughout his dynamic broadcasting career. A specialist in audience engagement and change management, he has spearheaded the adoption of digital newsgathering across diverse teams and programmes.



JACOB WRIGHT

A Film & TV graduate from Falmouth University, Jacob brings both technical expertise and creative insight to every project. He plays a key role in delivering high-quality camera operation, media management, and on-site production support. His calm, professional approach ensures that training sessions run smoothly, to enhance the learning experience for delegates.

Why do some professionals deliver technically perfect messages that fail to influence – while others inspire trust, action and belief?

The answer lies in the often misunderstood role of emotion in professional communication.

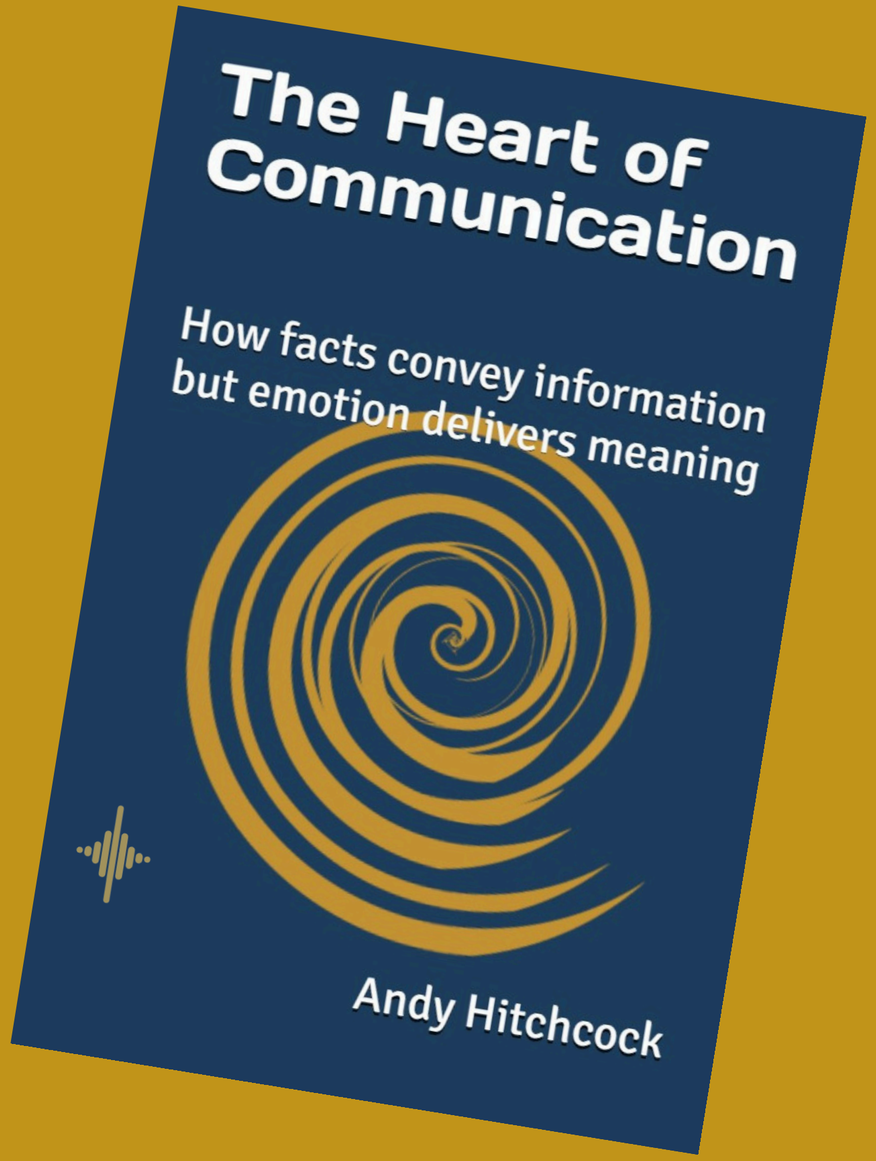
In his new book, Andy Hitchcock challenges the myth that credibility depends solely on facts and analysis. Instead, it shows how emotional connection strengthens clarity, trust and persuasion.

Through practical insight and real-world communication experience, this book reveals how professionals can balance logic and emotional intelligence to ensure their messages resonate with modern audiences.

If you want your communication to be understood, remembered and trusted, this book provides a powerful and practical guide.

Now you've experienced our communication training session with us, this book will help build on your learning and understanding.

Available now as a paperback, e-book and Kindle book





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