



'Making the Sound Bite Count' **Media Workshop with Mike Philpott and Iain Webster**

PROGRAMME

9.30–10.00 **Coffee, introductions & welcome**

10.00–11.00 **Dealing with broadcast media**

The criteria editors use for selecting stories;
What to do when approached for an interview;
Improve your sound on radio and image on TV;
How you can influence the direction of the interview;
Turning the negatives into positives in the 'live' situation; and
Dealing with those tough questions – video clips to demonstrate the dos and don'ts.

11.00–11.15 **Coffee**

11.15–13.00 **Radio and television interviews**

Radio and TV interview practice;
Playback and guidance for each delegate; and
Subject matter is usually non-contentious. The aim is to provide a feel for the medium without being under undue pressure.

12.45–13.30 **Lunch** in the BBC staff restaurant.

13.30 **The Live Broadcast** See the lunchtime TV news transmitted – a producer's eye view, followed by visit to Newsline 6.30 studio.

14.30–16.30 **Radio and television interviews continued**
(Includes a coffee break around 15.00)

16.30 - 17.00 **Feedback, question and discussion session.**

Summary and Close