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**‘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**

Dealing with the recorded interview; playback and guidance for each delegate; 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**.

**13:30 The Live Interview**

Dealing with live TV interviews

**14.30–16.30 Radio and television interviews continued**

(This section deals with the “down the line” interview. Includes a coffee break around 15.00)

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

Summary and Close