

# The Newsgroomers

TAILORED, PRACTICAL MEDIA TRAINING

**Newsgroomers** offers a range of training packages designed for managers who are expected to front regularly, and for those whose jobs may put them in the media from time to time. We also test responses in a crisis situation and stress test your crisis communications procedures.

**What managers need to know about the media** This session explores how the media actually works – what are the business drivers of the owners and operators, and what drives editorial decisions?

It gives participants winning techniques for handling media interviews, based on what journalists say they want. It features practice interviews for press, radio and television, and can be pitched at a beginner, intermediate, or senior level. Cost is \$1800 per half day for up to four people.

**Media training for television** This session covers all the basics of media training but focuses heavily on television, with a lot of tips about how to perform well on camera, and how to increase the odds of getting your message across. Pre-recorded and live interviews are practised. Designed to de-mystify the TV process and to build the confidence of those expected to perform, it can be delivered at a beginner, intermediate or senior level. Cost is \$2200 per half day for up to four people.

**Crisis rehearsal** This session is designed to allow managers and spokespeople to prepare for and practise responses to a crisis situation in a safe environment. Typically this will be required at short notice and will be tailored entirely to your particular needs at the time. Cost is \$1250 for a 2 hour session and debrief.

**Testing your crisis and communications systems** We will design and run a simulated crisis for your team to handle. It will be a developing situation where the crisis is escalated as events unfold. Staff will be expected to front at regular 'media conferences' and 'live crosses'. This often reveals weaknesses in an organisation's response plan. Fee is by discussion but likely to be about \$5000 for a full day.

## TRAINING

**TOPICS** include

- *key business drivers for media*
- **what journalists want from you**
- *how to make an interview work*
- **winning techniques**
- *how news judgements are made*
- **why you need a strategic approach**
- *how to prepare for an interview*
- **making the most of the opportunity**
- *specific techniques for radio and television interviews*
- **specific techniques for recorded, live, telephone, face-to-face, studio and remote interviews**
- *declining comment*
- **preparing for the worst**

# The Newsgroomers



## John Bishop

John is a trainer who combines experience as a journalist, PR advisor and teacher to produce insightful and impactful training programmes. His career spans radio and television journalism, public relations with a strong emphasis on change management in the 1990s, and corporate management in the public sector. For the last 15 years he has worked as an independent consultant in public relations and media training, writing, speaking and commentary, teaching, business facilitation, and small business development. John teaches media and crisis management for the Institute of Director's Chairmanship course and has been a judge in the Qantas Media Awards. He has a Master's degree in Political Science from the University of Canterbury and Diplomas in Management from Henley College in the UK and the Institute of Corporate Managers in New Zealand.



## Jim Greenhough

Jim is a television director, producer, writer and communications consultant, specialising in media training. Jim has worked as a radio and television reporter in New Zealand and the USA, collecting several industry awards over the years. His most recent television posting was Wellington Bureau Chief for TV3. Before that he worked for TVNZ for nine years in a variety of roles. Jim combines his interviewing skills and media knowledge with technical expertise when preparing clients to face the media. Jim is also a tutor for the television section of Massey University's Journalism course. He has a Diploma of Journalism from the University of Canterbury.



## Jane Thompson

Jane has more than 30 years' experience in the news media (newspapers, television, and radio) and public relations industries, and has been an independent communications consultant, writer and media trainer since 1989. Jane spent 10 years in Melbourne, where she worked as a trainer for two of the country's leading media training providers, delivering training throughout Australia to a variety of public and private sector organisations. Jane has a Diploma of Journalism from Wellington Polytechnic, spent a year on post-graduate journalism and communications studies in the United States, and completed the accreditation exam of the Public Relations Institute of New Zealand.

*All former journalists with extensive experience in newspapers, radio, television and the web, we also have many years' experience as decision makers in media organisations, as communications advisors and managers in government and private sector agencies, and as teachers and trainers in journalism and public relations.*

- **We understand how the news media works, and the difficulties and challenges involved in producing good media performances.**
- *We've worked with each other many times during our careers, and while our backgrounds are similar, we each bring different experiences and perspectives to media training.*
- **Our clients tell us our combination of academic and practical knowledge, our experience in media and communications, and our record of delivering first-rate media training tailored to our clients' needs, sets us apart.**
- *Delivered to small groups or one-on-one, Newsgroomers emphasises individual development to manage interaction with the news media with confidence. A key focus is individual practice interviews in a realistic environment using hypothetical scenarios tailored for each participant.*

## Contact us

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