

Sample Programme

- Full day course for between 5-7 participants
- Course led by a senior broadcast journalist and 2 MTI staff

The Advanced Media Course creates an atmosphere of intense pressure. Participants will be prepared to face the media in difficult situations. The course is led by a high profile, experienced investigative journalist in addition to MTI course trainers.

All major interview styles are covered during the day:

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| 0915-1000 | Introduction Aims and objectives of the course Media perceptions Introduction to the broadcast environment / speed / technology New Media landscape Prepare for first interview |
| 1000-1045 | First interviews The 'one to one' television interview/general shipping |
| 1045-1130 | Review TV interviews Discuss issues raised Introduce Crisis scenario – Part 1 Interview + statement |
| 1130-1215 | Second interview The 'down-the-line' interview Initial response to casualty scenario |
| 1215-1300 | Review interviews |
| 1300-1415 | Working lunch Interview strategies and message development Introduce crisis scenario – part 2- Owner/ Charterer perspectives Briefing on 'door-stepper' |
| 1415-1445 | 'Door Stepper' television interview Further development of casualty scenario |
| 1445-1545 | Review Introduce Crisis Scenario – Part 3 Prepare for press conference |
| 1545-1630 | Press Conference (Groups of 3) |
| | Closing scenario |
| 1630-1700 | Review |
| 1700 | Close |