TheCapitol.Net's Executive Conference:

Media and Testimony Skills

Presented for (federal agency)

(Agenda from a custom program designed for a federal agency in 2001. To have a program tailored for your organization, contact us.)

Washington, DC

8:30 Welcome and Introduction
TheCapitol.Net

8:40 Understanding The Media *Experienced reporter*

Dealing with the media means that you need to understand your audience: the media, reporters and their mindset. This session will examine these as well as the differences between broadcast and print media, and the importance of media timing and deadlines.

9:05 Preparing for Interviews and News Conferences *Media and Debate Expert*

This session will focus on how to prepare for interviews and press conferences including how to develop a clear, succinct message, what to say, what not to say, and effective delivery techniques. BLS policies for dealing with the media will be reviewed. The speaker will discuss the requirements of different interview situations, as well as how to deal with special situations requiring crisis management and damage control. This session will also discuss how to set up and maintain control over a press conference.

10:10 Break

10:20 Preparing for Q-and-A Sessions *Media and Debate Expert*

This session will present important rules and techniques for handling the most unpredictable part of dealing with the media: interviews and Q&A sessions. Participants will gain important tips for dealing with reporters, listening effectively, staying "on message," using sound bites, making the most of easy questions, as well as for handling hostile questions and "ambush interviews." View videotape of examples of effective and non-effective interviews and question-and-answer techniques.

11:30 Mock One-On-One Interviews *Media and Debate Expert*

Participants will have an opportunity to apply the techniques for successful interviews discussed during the morning: they will be interviewed "live" by the instructor and a "co-interviewer" in different formats (telephone, television, et cetera). Each interviewee will be videotaped and a critique session, which includes viewing of the videotapes, will follow the exercise.

12:30 Lunch

1:30 Mock Interviews (continued) (Breaks will be taken as appropriate)

2:40 Break

2:50 Testimony Preparation *Debate and testimony expert*

This session will discuss all aspects of testimony preparation, including research preparation, the process of persuasion and the nature of argument. Interactive group exercises will be used to demonstrate sound arguments.

Testimony Delivery *Debate and testimony expert*

The speaker will review a "testimony worksheet" with participants and walk them through effective organization and delivery techniques. Videotapes of actual congressional hearings will be shown to illustrate effective organizational techniques employed in a testimony opening statement.

4:00 Break

4:10 Videotape: Examples of Effective and Non-effective Testimony and Question-and-Answer Techniques *Debate and testimony expert*

Participants will view videotapes of actual congressional hearings. The speaker will critique the witnesses' formal presentations/reading of testimony as well as their responses/reactions during the question-and-answer session.

4:30 Complete Evaluations and Conference Concludes

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