



Media Training

"I hope you lot realise that a lot of this success is your fault! Seriously, it's a rite of passage surviving the Today programme intact and I know I used so much of the tips and advice you shared"
Media Training Client

This course will give you the skills and tools to get your message across effectively on TV or Radio. You will learn how to develop your key message, to target the right audience, and to communicate clearly and confidently.

The TA team are experienced and skilled journalists, and also have first hand experience of leading internationally known brands at times of crisis. They know what it's like to be on both sides of the microphone, and are brilliant at passing on their skills and knowledge.

The sessions can be tailored to any client's needs, but include: how to use clear language and avoid jargon; body language and creating the best first impression; technical tips for TV and Radio; dealing with hostile questions and making sure you're not distracted from your key message.

All courses include one-on-one TV and Radio interviews with detailed feedback, but our technical team can also create studio discussions, panel shows, "down-the-line" and telephone interviews; "doorstep" and impromptu questioning, phone-ins and press conferences.

We work with single clients or groups, and can set up our state-of-the-art mobile studios at any location.

"I have never worked with a team where the technical side was done so professionally and so unobtrusively" Media Training Client

The Think Again Team

Ian Parkinson spent 20 years as a journalist on national radio and television news before joining the senior management team at Radio 1. That role gave him a unique insight into how it feels on the "other side" of the microphone – the full glare of hostile publicity when an organisation goes through a media crisis. He left the BBC in 2008 and is now a sought-after trainer and speaker on communication and the media.

Jane Bolger was a radio and TV reporter for nearly 20 years. She went on to produce educational and social action projects for the BBC, while developing her skills as a trainer and facilitator.

Micky Curling is an experienced camera operator, sound engineer and producer with a long career in radio and television – including seven years with BBC News.