



Throughline Group, LLC

757 Third Avenue, 20th Floor

New York, NY 10017

ThroughlineGroup.com

212.376.5070

**Boston University
Media Training Agenda
October 2, 2019 | 1:00 p.m. – 5:00 p.m.**

- Pre-Work** **Message Development Reading and Exercise**
Prior to the session, Throughline will provide the messaging chapter from our book, *The Media Training Bible*, along with a messaging exercise for participants to complete prior to the session.
- 1:00 – 1:15** **Session Open and Discussion**
This opening segment will summarize the session agenda and provide a review of and discussion about the message development reading and exercise. We'll focus on how to drive home your message without being repetitive – and while retaining your authenticity.
- 1:15 – 2:00** **Media Interviewing Best Practices**
In this section, you will learn how to distill your work into a compelling, brief response, format answers to make sure your research attracts attention, identify your “real” target audience, understand the “gold nugget” reporters want from you, and more. This will serve as both an introduction and refresher of the key teaching points from last year’s session, as well as an expansion of those points through new exercises, including a “Why + What” exercise and a sound bites contest, with prizes awarded for the most effective media sound bites. We will also discuss the risks of “educating” reporters, a useful technique for leading with your headline, and why media math doesn’t always add up.
- 2:00 – 2:30** **Answering Challenging Questions**
Learn two techniques for managing challenging questions ranging from off-topic and false premise questions to adversarial and hostile ones. These techniques will be familiar to last years’ attendees but will include new video clips that highlight the best ways to navigate difficult questions. We will do some live “in-room” demos following this exercise.

- 2:30 – 3:00 **Breakout Practice Interviews**
We will split into two groups for a breakout exercise featuring on-camera media interviews with individualized feedback.
- 3:00 – 3:15 **End Part One, Break**
- 3:15 – 3:45 **On-Camera Body Language**
This segment, which was not included in last year’s session, will focus on the best practices for on-camera body language. Our recommendations will be based on research that articulates the best use of gestures, posture, energy level, eye contact, and other body language factors that help determine communication success.
- 3:45 – 4:45 **Breakout Practice Interviews**
We will split into two groups for a breakout exercise featuring on-camera media interviews with individualized feedback.
- 4:45 – 5:00 **Final Discussion, Session Wrap**