

Managing the Media *with Richard Uridge*

Thursday 31st January, 219 St John Street, London, EC1V 4LY

Introduction

To provide a rigorous Advanced Media Relations workshop for those who already have significant experience in dealing with the media.

Session Outline

An introduction to the basic principles underlying the organisation's approach to the media.

Message: Getting the message right is the key to a successful interview so consequently the bulk of the workshop is spent on this. Each participant is interviewed twice to ensure that skills demonstrated and acquired during the recording and playback of interview one can be put to practical use in interview two.

Media Management: Prevention is better than cure. How positive, proactive media strategies can be used to reduce reactive and negative news. Alongside the second scenario (see the message section) we examine management techniques for controlling and handling bad news, high profile events and crises both within the context of an interview and more generally.

Outcomes

- Better awareness of media communication problems and good practice
- Familiarity with the latest organisational communication systems
- Demonstrating good practice in handling real problems with media
- How to develop media strategies for prevention
- How to manage high profile media events and crises
- Handling bad news/adverse publicity

Timetable

Registration	10.00
Starting Time	10.30
Ending Time	17.00

Lunch and refreshments provided

Trainer Profile

Richard Uridge anchored the BBC Midland's main nightly news programme 'Midlands Today' for four years, but may be known to you more recently as presenter of BBC Radio 4's 'Open Country' and as one of the presenters of 'Farming Today', 'Ramblings' and 'Pick of the Week', all on Radio 4. Richard also freelances on an occasional basis

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for Sky News and BBC Television. With full production facilities on site Richard also directs, produces and edits television and radio documentaries. Richard began his journalistic career on newspapers, starting with the Reading Chronicle and still writes for several publications. Following his grounding in print and press, Richard also enjoyed a two-year stint on BBC Radio WM as co-presenter of the Breakfast Programme. Richard has been leading our workshops for the past twelve years

Contact:

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