

# *Media and Presentation Courses*

*McGarvie Morrison Media*



# *The Leading Force in Media Training*

*Learn the tricks of the trade* from inside the industry. With skills honed at the front line of television news, MMM's trainers can help you navigate the media minefield. Our core team of highly experienced reporters, editors and camera operators worked at the pinnacle of British journalism. We know how the media works and how key messages can be properly developed and delivered in print, broadcast and online.

Getting the most from the media can be enormously beneficial. A good performance will boost your profile and underline your ambition. But getting it wrong can be devastating. That is why having the right approach to the media and the confidence to present your case is no longer a luxury. It is essential.

MMM does not deliver off the peg training. We get to know you and your organisation before developing a bespoke schedule that is tailored to your specific requirements. Training sessions are designed for small groups of up to 6 participants. This approach allows teams to focus on common goals and key messages. Many companies and organisations have noticed that the MMM media training also encourages and develops team building skills.

Learning techniques are illustrated through clips from real stories broadcast on the country's leading news and sports outlets. We explain, from a detailed editorial perspective, how to handle the tough interviews and how to keep on message at all times. Then it's your turn.

MMM's training sessions are very practical. Each delegate on an MMM course takes part in a series of television and radio interviews that are realistic and rigorous. We only ever use regulation broadcast equipment, including full size cameras, sound recording systems and playback facilities. With a team of award winning former journalists and producers, the style of the interview, the questions

*All who have taken part have been very impressed by the standard of training. We are planning more sessions with MMM."*

PAUL FERGUSON, UK MEDIA RELATIONS  
MANAGER, SCOTTISH POWER

*"Your approach was very informative, encouraging and morale boosting. We all very much valued the opportunity of testing ourselves in different types of media situations."*

HARRIET DEMPSTER, ASSOCIATION OF  
DIRECTORS OF SOCIAL WORK

*"The feedback from those who attended the course was extremely positive. McGarvie Morrison provided first-rate training, tailored to our exact needs. The course exceeded expectations and was an enjoyable and productive experience."*

NIGEL SCOTT, HEAD OF  
COMMUNICATIONS COMHAIRLE NAN  
EILEAN SIAR

*"McGarvie Morrison Media were excellent to deal with, and all participants found the experience not only extremely helpful in growing their own confidence and understanding of how the media works, but very enjoyable too."*

SHAUNAGH KIRBY, HEAD OF  
COMMUNICATIONS, UNIVERSITY OF  
ABERDEEN

*"MMM provided the best and most worthwhile vocational training that I can recall ever attending. The content, information and skills provided are exceptionally good value for the cost of the course."*

JAMES MARTIN, GENERAL MANAGER,  
INVERNESS LEISURE

posed and editorial line are realistic and challenging.

Detailed feedback and video playback is built into each session and every delegate receives both a written report and a DVD of their performance.

MMM also offers high level presentation training, preparing you for that all-important pitch.

- *Sessions on content and context*
- *Ways to hone and better shape delivery*
- *The importance of non-verbal communication*
- *Advice on appearance and dress sense*
- *How to use PowerPoint to maximum effect*

Sometimes even the best organisations find themselves linked to a negative story. MMM know how to deal with this and how to ensure that a drama does not become a crisis, or a crisis a catastrophe. When the situation looks grim and headlines are gloomy, McGarvie Morrison Media can provide crisis management advice and support, with a service that is available 24/7.

MMM has trained hundreds of delegates from dozens of organisations. The value they have received is reflected both in the feedback they give and from the fact that they book repeat sessions and continue to work with us, year after year.

Whatever your needs, whatever your level of experience and whatever your budget, MMM has the perfect media training or presentational skills course to suit.

*Working with McGarvie Morrison is always a pleasure. When designing media training for our executive team, they took time and effort to understand our specific needs and tailored a quality course that was effectively pitched, engaging, relevant and practical. They added huge value for everyone involved and we look forward to working with them again in future.”*

ALISON ARNOT, COMMUNICATIONS  
MANAGER, GLASGOW CALEDONIAN  
UNIVERSITY

*“We received fantastic service. All who participated improved their confidence and skills base, and as an organisation we were really pleased with MMM’s approach and delivery.”*

JENNIFER JOHNSTON, SCOTTISH HUMAN  
RIGHTS COMMISSION

*“MMM’s trainers are all former broadcast news practitioners. They have a highly professional approach to training. The result is a practical, useful and enjoyable experience. The feedback from our staff is always highly positive.”*

PHIL TAYLOR, HEAD OF  
COMMUNICATIONS, SCOTTISH CROP  
RESEARCH INSTITUTE

*MMM  
media training  
clients include:*



## *The MMM Training Team*

**John Morrison** is one of the founding directors of McGarvie Morrison Media. Prior to setting up the company John worked as Scotland correspondent for the BBC, appearing regularly on Breakfast News and the One, Six and Ten O'clock News. He was previously BBC Scotland's Chief Political Correspondent and had a spell as the corporation's Europe correspondent, based in Brussels.

**Peter Aitchison** joined MMM after a twenty-year career with the BBC. He won several broadcasting awards and edited most of the major news programmes, including Good Morning Scotland, Newsnight Scotland and Newsweek Scotland. Peter also spent time in London working on the Today programme and was latterly Assistant News Editor on Reporting Scotland.

**Lindsay McGarvie** was one of Scotland's leading newspaper journalists. He covered everything from news and sport to the Kosovo war and spent eight years at the Sunday Mail, five of them as political editor. In 2005 Lindsay was awarded Political Journalist of the Year.

**Charlie Mann** has a background of print and broadcast journalism and senior in-house and consultancy public relations roles on both sides of the Border has provided him with a unique insight in terms of delivering the right results from every media opportunity. He remains a leading member of the BBC's football broadcasting team and has led senior executives from most business sectors through the media training maze.

**Alan Dickinson** is one of the most experienced camera and technical operators in the country. He worked for ITN for more than two decades and covered events including the Gulf War, Royal Weddings, the Tsunami, sport and general politics. Alan's edited reports have also appeared on CNN and other leading international broadcasters.

*For further information or to discuss what training MMM can provide for you, including draft programmes and costings, please contact Peter Aitchison, Senior Director on 0141 221 9041 or 07766 111244 or by email to [peter@mmm.pr](mailto:peter@mmm.pr)*



## *Draft Broadcast and Media Training Programme*

### **0930-0945: INTRODUCTION AND WELCOME**

Trainers and participants introduce themselves and discuss perceptions of the media.

DVD examples of John Morrison and Alan Dickinson's broadcasts for the BBC and ITN.

### **0945-1100: THE MEDIA AND THE MESSAGE**

What is news? Why do some stories become news?

How do you control your message and get the best from media opportunities?

When words are not enough – the importance of body language

Ask questions before giving answers - the 5 W's of establishing control

DVD examples of real news stories

Choose your ground. The advantages and disadvantages of telephone interviews, face-to-face interviews and press conferences.



### **1100-1300: RADIO & TELEVISION INTERVIEWS**

Delegates are given realistic story scenarios. Each then takes part in an “as live” radio interview followed by an “on camera” television interview. The interviews are conducted in private, but all are then reviewed by the entire group.

### **1300-1330: WORKING LUNCH**

### **1330-1445: THE UNEXPECTED INTERVIEW**

This session considers how to deal with reporters who appear without warning. Each delegate takes part in what is known as a “doorstep” interview.

Group review and feedback.

### **1330-1445: DOWN THE LINE INTERVIEWS**

This session is built around a television interview where the presenter is in the main broadcast studio but the interviewee is in a small remotely operated outside source. This often happens for programmes such as Newsnight or on Sky News.

### **1445-1615: LIVE TELEVISION DISCUSSION or LIVE NEWS CONFERENCE**

Delegates take part in a live television discussion, such as Newsnight Scotland, or are subjected to the rigours of a live news conference as might be carried by Sky News.

Group review and feedback.

### **1615-1630: FINAL ASSESSMENT AND FEEDBACK**