
University of Zurich | EHCL

«Media Training» | 2024

Customized course | November 20/21 2024 | max. 16 participants

Coordinator EHCL Programme Rolf Heusser | Marcel Juen and Helen Züger

Learning Objectives Day 1

2 Trainers

Block 1 | Plenary

Participants...

- o ...know the processes for quick and effective cooperation with a journalist.
- o ...recognize opportunities from their own field of activity.
- o ...know how to proactively get into the media.
- o ...learn about press releases and how to write them.
- o ...practise TV statements.

«Media appearance: basics»

- o Welcome: Practical tip | Introduction of trainers | Daily program
- o Preparation: Discussion | Research | Preparation
- o Starting point: Goal | Message | Argumentation | Counter-argumentation

Block 2 | Group

«Understanding and dealing with journalists | Proactively in the media»

- o In plenary: Journalists | Task | Schedule | News value table
- o Relevance: Development of stories relevant to the public
- o Communication concept: Goals | Messages | Stories | Planning
- o Reflection and classification | Defining practical goals

Block 3 | Group

«Press release»

- o Structure: Structure | Formal | Digital additions
- o Language: Formulation | Sentence length according to "gaze-leap-theory" | Quotations
- o Dispatch: Subject line | Time | Addressee

Block 4 | Group

«Media appearance: Statement»

- o Message: Types | Formulation
- o Statement: Types | Structure | Times
- o In plenary: Personal focus | Reflection and classification | Defining practical goals

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Learning Objectives Day 2

4 Trainers

Block 1 | Small group

Block 2 | Small group

Block 3 | Small group

Block 4 | Small group

Participants...

- o ...know the procedures for working quickly and effectively with media representatives.
- o ...train statements, interviews and confident presentation.
- o ...continuously refine their personal presentation skills throughout the process.
- o ...are able to provide information in a goal-oriented and empathetic manner.

«Media workshops»

- o In plenary: Welcome | Practical tip | Questions previous day | Introduction of trainer | Daily program
- o Group 1: Interview radio
- o Group 2: Interview TV
- o Group 3: Interview digital
- o Group 4: Interview print

«Media workshops»

- o Group 1: Interview radio
- o Group 2: Interview TV
- o Group 3: Interview digital
- o Group 4: Interview print

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- o Group 1: Interview radio
- o Group 2: Interview TV
- o Group 3: Interview digital
- o Group 4: Interview print
- o In plenary: Personal focus | Reflection and classification | Define practical goals