



MEDIA TRAINING

Course Notes

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THE EVOLUTION OF NEWS

Once, news was confined to newspapers and orderly bulletins— a serious, curated affair where a select class of editors and journalists determined what we consumed.

Then came the era of rolling news, where immediacy took precedence, stretching the news cycle across 24 hours. Events broke continuously, outlets proliferated, yet news remained structured, ritualised, and packaged.

Today, the nature of news has evolved once again: welcome to an era of deregulation where we choose what we want to consume (or an algorithm chooses for us). And we create our own news – a legion of content creators or "citizen journalists" have amassed millions of followers.



THE BUSINESS OF NEWS



LANDSCAPE

Modern news organisations operate in a landscape driven by the need to monetise content. For the BBC, demonstrating relevance is paramount, while commercial broadcasters rely on engagement metrics to attract advertisers. The ultimate goal? Clicks, shares, and reach. Complex algorithms track the performance of news stories in real-time, prompting immediate editorial adjustments to maximise audience engagement.



TRANSFORMATION

This transformation has profound implications for news gathering and dissemination. News is no longer an event with a fixed deadline; in a 24/7 digital news environment, every story reaches a smartphone before appearing on traditional broadcast platforms. It's an era of "digital first" for any news organisation that wants to survive.



AGENDA

News stories now serve many more platforms without traditional deadlines and cut-off points. This means journalists are in a relentless pursuit of fresh angles with stories being re-cut, re-packaged, re-written and constantly revised. One story can travel around the world, being picked up and reinterpreted by both recognised news organisations and self appointed commentators. A bad slip by a politician (or any interviewee) can work its way around the planet in hours!



PREPARING FOR MEDIA ENGAGEMENT

Our training has highlighted the importance of understanding the media landscape and employing the right techniques to navigate it effectively. To get the most out of media interactions, consider the following steps:

Assessment

Before agreeing to an interview, evaluate its format and context. What's in it for you? Will the interview be live or pre-recorded? Will it be print, online, or broadcast? The sequencing—whether you speak first, respond, or engage in a dialogue—will influence your strategic approach.

Develop core messaging

Once the opportunity is assessed, formulate your key themes and messages. Structure your approach around three pillars:

Strategy – Establish clear anchor points for focus and coherence.

Language – Ensure your message is accessible, clear, and impactful. Your audience must grasp it immediately and be inspired to act.

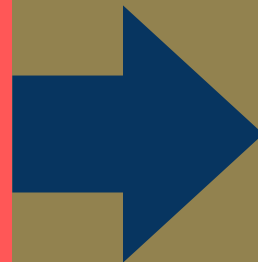
Performance – Confidence is key. A strong, assured delivery fosters credibility and ensures your message resonates with the audience.

DELIVERING THE INTERVIEW: THE ABC TECHNIQUE

Effective media performance extends beyond planning—it requires skillful execution. This is where the ABC technique comes into play:

ACKNOWLEDGE

Recognise the question being asked. Engaging with the journalist's inquiry demonstrates professionalism and credibility.



BRIDGE

Transition smoothly from the question to your key message. Bridging techniques allow you to steer the conversation while maintaining a natural flow.



CONTROL

Deliver the bulk of your message with clarity and confidence, ensuring that your key points dominate the narrative.





FINAL THOUGHTS

By mastering these techniques, you can approach media interactions with confidence and control.

Whether navigating a high-stakes broadcast interview or engaging with a journalist for an online article, the ability to prepare, plan, and perform effectively will ensure your message is heard, understood, and acted upon.

For more information about our other courses, see darkstar-media.co.uk





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