

# SKILLS CHANNEL TV

## TALENT DEVELOPMENT FOR CREATIVES



Skills Channel TV provides tailored training specific to broadcasters and screen based company's needs. We have a great team of associates who have worked in the industry and have a track record of providing high impact learning. Skills Channel TV gives you experience and quality to get the best out of your talent.

***“ Television! Teacher, mother, secret lover.”***  
**Homer Simpson**

<b>Workshop Title:</b>	<b>Handling the Media</b>
<b>Aimed at:</b>	People who regularly have to be interviewed by television, radio or press who have had little or no formal training in dealing effectively with the press.
<b>Aim:</b>	The aim of the workshop is to develop media handling techniques and skills.
<b>Duration:</b>	One days 9.30 to 5.00
<b>Content:</b>	The content for the two days is: <ul style="list-style-type: none"><li>• Pre-interview planning</li><li>• Building relationships</li><li>• Television</li><li>• Radio</li><li>• Press</li></ul>
<b>No of Participants:</b>	Maximum 6 people
<b>Skills Channel TV:</b>	Skills Channel TV is part of the hugely successful mcphedran co uk, the training company for the creative industries. The aim of Skills Channel TV is to focus on developing people in the broadcast industry. The company was founded by Alec McPhedran who is a leading coach and facilitator of leadership and personal development in the creative industries. Alec was previously responsible for learning and talent development at Channel 4, FTKnowledge, The Pearson Group and Henley Management College. Alec is a member of BAFTA and the RTS and is the founder of Skills Channel TV. Skills Channel TV work with a number of industry experienced associates who are typically selected dependant on client and participant needs.
<b>Benefits:</b>	As a result of the day, attendees will be able to plan and conduct a focused and positive media meeting.

For more information visit [www.skillschannel.tv](http://www.skillschannel.tv) or call 0845 83 777 63