

Sample of web copy written for Clarity Media Training

Audience: B2B (primarily PR directors for private and public sector organisations)

Clarity Media Training

<Home page>

Can your staff be called upon at short notice to speak confidently and clearly to the media?

If your organisation has something to say, it's worth looking beyond press releases to ensure your spokespeople can confidently handle a press, radio or TV interview.

At Clarity Media Training, we specialise in giving people the tools they need to represent their organisation clearly and confidently during an interview, ensuring less room for error and more chance you'll get your message heard.

Find out more about tailored **media training courses** and how we can help you build a more effective relationship with the media.

<Three gateways>

About Clarity Media Training

Cost-effective media training for organisations in Bath, Bristol and the South West

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Our media training courses

We'll give you the tools to make the best of any contact with the media – even in a crisis

>Read more

Why choose Clarity Media Training

- Flexible, tailored courses
- Professional trainers who are working journalists
- Maximum interview practice with reporters

>Read more

<About our training page>

What will the training cover?

Other companies may provide the same course whatever the customer, but all of our training is tailored to your specific requirements. Typically, **our trainers** ensure individuals or small groups really understand what the media wants and then provide lots of time for 'live' interview practice.

Much of our training takes place at a state-of-the-art radio station outside of Bath, but we can run courses at a location convenient to you. At the end of the course, you'll receive a recording of your interviews and an information pack for future reference.

For a no-obligation quote, email jan@mycopyworks.co.uk
or call 07866 484 996

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Why should organisations be media-trained?

Most organisations want to have a relationship with the media on a local, national or international level to promote and protect what they do. Organisations may also need to defend what they do if the impact of their actions is 'newsworthy'.

That's why we encourage organisations to think beyond press releases, to a wider strategy that prepares all of the relevant people in an organisation to work effectively with the media - in good times and bad.

Unfortunately, not many of us are naturally comfortable in front of a camera or radio-microphone, and a bad attack of nerves can undermine even the most seasoned communicators.

The good news is that the success of an interview doesn't have to rest on luck or natural talent alone.

Media training can help anyone to improve their understanding of how the media works, and give them rigorous hands-on experience of a basic press or radio interview, or a more demanding TV interview.

Our training will help you to prepare properly, work effectively with your interviewer, answer questions in a relevant and succinct way, engage the audience and, most importantly, to be yourself in challenging situations.

If your organisation has something to say to the media, you'll benefit from having trained spokespeople who you can rely on to confidently and successfully represent and promote what you do to a wider audience.

[>About our training courses](#)

[>Why choose Clarity Media Training](#)