



JANET MURRAY ASSOCIATES

SPECIALISTS IN MEDIA AND COMMUNICATIONS

Media Principles for Media Principals:

A practical one-day media training course for senior leaders in education e.g. vice chancellors, college principals, senior academics, CEOs of training organisations, charities and/or voluntary organisations.

Date: Monday May 16th 2011

Time: 10am-4pm

Venue: 44 Portland Place, central London

<http://www.44portlandplace.org.uk/>

Cost: £500 (plus VAT) with 15% discount for more than one delegate from the same organisation, and previous clients

Trainers: National newspaper journalist Janet Murray and network broadcaster Ian Peacock

Maximum number of participants: 10

Contact: Janet Murray, janetmurrayuk@gmail.com

About us:



Janet Murray is a national newspaper journalist specialising in education and was recently named runner-up in the 2011 Education Journalist of the Year awards. She is a regular contributor to The Guardian and other national newspapers and magazines. Her work has also been published in a range of trade titles including the TES, Nursery World, Learning Support, Teach and Right Start.

She has extensive experience as an editor and copywriter, both for The Guardian and a range of commercial clients from the education sector and is an experienced media trainer and founder of JournoBiz, a website for journalists/media professionals.

See www.janetmurray.co.uk



Ian Peacock A regular voice on BBC Radio, Ian has a Gold Sony Award for feature-making and has been described as a 'media star' by The Independent and 'natural broadcaster' by The Observer.

He has contributed to BBC programmes as diverse as Today, PM, You and Yours, Woman's Hour, Education Matters, Front Row, Word of Mouth, Home Truths and All in the Mind. For Radio 4, Ian has presented numerous documentaries and series, covering subjects such as creativity, genius and psychology. He has reported for BBC Television, made features for Channel 4, presented voiceovers for the BBC and produced figures such as Professor Laurie Taylor, Stephen Fry and John Peel. He teaches producers, reporters and presenters as a lead trainer at the BBC Academy and has delivered media training for clients such as Chatham House, The Guardian and the DCMS.



The media performance of a college or university figurehead can have a huge impact on their institution's reputation and funding. Media communication skills are now essential to the role.

As media insiders, we'll teach you the rules in a highly realistic and practical workshop. We'll ensure that you feel comfortable on the air and confident when confronting hostile questioning, whether on television or radio, or in print.

This one-day course will include:

- analysis of television and radio footage, with the emphasis on educational issues
- tuition in messaging, language, vocal performance and body language
- techniques for turning round difficult questions to your advantage
- professionally recorded television and radio interviews, with playback and feedback
- detailed individual feedback from course trainers