

CUSTOMISED IN-HOUSE MEDIA TRAINING AND EVENT

Malaysian Press Institute (MPI), a premier training center for Malaysian journalists is now offering an in-house training that is tailored-made to your company requirements as proposed here. We have qualified and prominent trainers for the PR practitioners to further enhance their skills and knowledge in the related fields of journalism.

▪ Media Relations Training

Some people dread the spotlight while others embrace it. However, few manage the media well without some guidance and coaching in the art and craft of managing a report and interacting with journalists. MPI believes that it is vital they grasp the inner workings of news gatherers and develop rapport with reporters to get the best news exposure as possible.

Thus, we at MPI will show participants how to deal with the news organizations and persuade reporters to write more favorably about your organizations and projects. We provide coaches and lecturers who are very experienced and well-versed in the art and craft of media relations. We had already successfully undertaken a series of media-centered workshops and seminars for public sector personnel as well as our corporate compatriots.



- ✓ *Our speakers are practicing journalists and editors who are specialists in their respective fields*
- ✓ *Contents are comprehensive and thorough*
- ✓ *Hands-on training with participation in realistic situation*
- ✓ *Train participants to create a press release that will stand out*
- ✓ *Prepare your group to talk to reporters and talk show hosts*
- ✓ *Offer guidance related to crisis management*

▪ Luncheon Talk: Meet the Editors

Hosting a luncheon talk event with editors from different media houses is a great opportunity to build a relationship with the publications' leadership. In the speech, your CEO or spokespersons can provide valuable insights about the company, convince the editors of the company's stand on current issues and get more favorable coverage for the long term.

Certainly, this meet and greet will be ended with a more in-depth discussion but in a very casual conversation over lunch. We will be inviting a list of chief/senior editors who are willing to spare their precious time attending this event:

- ***Datuk Seri Abdul Jalil Hamid***
Chief Executive Officer, NSTP
- ***Dato' Yushaimi Maulud Yahaya***
Editor-in-Chief, NSTP
- ***Muzli Mohamad Zin***
Executive Editor, NSTP
- ***Datuk Ahmad Zaini Kamaruzzaman***
Executive Editor, Berita Harian
- ***Tuan Mohd. Asri Tuan Hussein***
Executive Editor, Harian Metro
- ***Datuk Leanne Goh Lee Yen***, Editor-in-Chief, The Star
- ***Dato' Mohd. Zaini Hassan***
Assistant Editor-in-Chief, Kumpulan Utusan
- ***Datuk Zulkefli Hamzah***, Editor, Utusan Malaysia
- ***Dato' Baharom Mahusin***, Editor, KOSMO!
- ***Datuk Zakaria Abdul Wahab***, Editor-In-Chief, BERNAMA
- ***Datuk Abdul Jalil Ali***, Editorial Executive Advisor, Grup Sinar
- ***Suhaimi Sulaiman***, Group Editor-in-Chief, Awani
- ***Azam Aris***, Senior Managing Editor, The Edge
- ***Puah You Lai***, Editor-in-Chief, Oriental Daily
- ***Kuik Cheng Kang***, Editor-in-Chief, Sin Chew Daily
- ***Che Rohana Che Omar***, Director of News & Current Affairs, RTM
- ***Datuk Wong Sai Wan***, Group Editor-In-Chief, Malay Mail
- ***Datuk Nuraina Samad***, Managing Editor, The Mole



▪ TV Interview Training

This training combines theory with hands on practice of TV interview technique. We provide a range of TV interview scenarios in a mini studio, specifically tailored for each participant. You will learn how to identify your key messages and how to promote the good news within your organization. You will learn techniques to help you handle crisis situations, how to keep the media under control and prevent a serious situation turning into an undesirable media coverage.

The training areas, among them are: understanding how the TV media works, guides for preparing an interview, key principles during an interview, attire and functions of color and communication techniques.

We bring our professional journalist trainer, *Yusanani Yushak* to train you to express yourself confidently, naturally, and effectively even in a hostile media environment. She is an experienced and award winning broadcast journalist and news anchor. She worked for TV3 for more than 10 years and presenting in front of the cameras is her specialty. At TV3, she was the news anchor for Buletin Utama, she hosted Majalah 3, Jendela Dunia and was the Coordinating Producer of a regional talk show program called "In Conversation" involving four Asean TV stations.

▪ Effective Writing Workshop

We can help you get media coverage for your events and functions. We can guide you on producing press releases, brochures, writing to editors and pitching stories through our training modules. We will coach your staff to write more effectively in such fields in interactive workshops in two days. The sessions will be interactive with writing exercises and discussions among participants.

The workshop will be conducted by *BK Sidhu*, an award winning journalist who is Senior Editor, Business at Star Media Group. She has interviewed various personalities locally and abroad and written various articles covering various sectors over her 21 years career as journalist. She has been coaching people for over a decade now on how to deal with the media and write to attract attention.

▪ Digital & Multimedia Journalism Workshop

We can help you in providing the new storytelling techniques developed on digital platforms. This hands-on training will familiarize you with the use of digital technologies to produce news stories and develop multimedia projects that can combine different formats of media, such as text, hypertext, photos, video, animation, databases, etc. Also, this training will be placed within journalistic contexts, such as responsible reporting, clear writing, critical thinking, ethical principles, etc.

Four seasoned trainers will be handling this workshop:

Zainal Abd Halim, Professional Photographer/Former Photographer (Reuters) Singapore

Mohammed Hazli Mohammed Hassan, Experienced Multimedia Journalist / Asst. Editor, Online- New Media Unit Utusan Malaysia

Datuk Ahirudin Attan, Blogger Rocky Bru

Hasnah Mohd Saleh, Munsyi, Dewan Bahasa & Pustaka.

Topic areas include:

- *Introduction to the Digital Photography & Photoshop In-design*
- *Introduction to the Multimedia Journalism & Basic Audio Skills*
- *Producing News for Online Web/ TV*
- *Practical exercises, presentation and evaluation on each topic*

■ Power Up Your Presentation with Infographics

Infographics are a great technique of presenting complicated data in a simplified and attractive way. Our Infographics course is ideal for communicators who want to engage their audience with well-designed and well-researched infographics.

The trainer, *Tung Eng Hwa* is the Senior Manager of The Star editorial art and design and he comes with over 20 years of experience in infographics. The areas he will be covering include: The introduction, DOs and DON'Ts, turning words, and charts into Infographics with Powerpoint, sharing ideas on good infographics, the power of color, fonts and image, and a lot of hands-on exercises on PowerPoint or WPS presentation software accompanied with presentation and discussion on team's masterpiece.



■ Bengkel Penulisan Media Berkesan

Disampaikan dalam Bahasa Melayu, bengkel dua hari ini bertujuan meningkatkan kemahiran menulis laporan berita atau artikel media massa. Para peserta dibimbing dalam teknik atau gaya penulisan berkonsep 5W+1H, iaitu What, Who, When, Where, Why dan How. Para peserta juga menerima panduan mengenai penggunaan tatabahasa yang betul dan teknik menjawab soalan serta berhubung dengan media.

Bengkel dikendalikan oleh *Mohd. Faizal Zakaria*, Editor Prosesan di akhbar Kosmo!. Semasa berkhidmat di Kumpulan Utusan, beliau pernah ditugaskan di beberapa meja antaranya Meja Khas, Berita, Ekonomi, Luar Negara dan Ahad. Selain itu, beliau turut dilenaskan oleh Kementerian Pengajian Tinggi untuk mengajar di universiti. Antara universiti yang pernah menjemput beliau untuk menjadi pensyarah adjung ialah UiTM, Unisel, Universiti SEGI, Curtin University dan Upper Iowa University. Beliau juga penerima Hadiah Kajai 2004.

■ Bengkel Penulisan Teks Ucapan

Bengkel dua hari ini ialah satu platform bagi membantu para pengamal perhubungan awam dan yang lainnya mengasah kemahiran menyediakan teks ucapan bagi pihak pengurusan mereka. Disampaikan dalam Bahasa Melayu dan Bahasa Inggeris, para peserta akan dibimbing dan dilatih menulis draf ucapan rasmi di samping membuat penilaian pada teks-teks yang dipilih.

Dikendalikan oleh *Prof. Madya Dr. Jeniri Amir*, Pensyarah Kanan di Universiti Malaysia Sarawak. Beliau banyak membuat analisis politik dan media antaranya bersama TV3, Astro Awani, RTM, Radio 24, Berita Harian, Sinar Harian, Utusan Borneo dan Borneo Post. Beliau telah menghasilkan lebih daripada 50 buah buku, 1,500 artikel yang disiarkan dalam pelbagai akhbar, majalah dan jurnal.

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