

# How to Handle Journalists and the Tough & Tricky Media Questions, and Act Pre-emptively to Overcome Media Crises & Controversies

**1-Day Seminar-Workshop for Corporate Communications, Public Relations, and Marketing professionals as well as CEOs, MDs, CFOs, Directors, COOs, CTOs, VPs, GMs, and Government Officers**

**Date:** 12 September 2024 (Thurs)  
**Time:** 9.00am - 5.30pm  
**Venue:** Armada Hotel,  
Petaling Jaya, Selangor  
**Fees:** RM 1, 800



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“ THE most important aspect in managing the news media is in the answering of journalists’ questions. Say the right thing, it will make you and your company look good. Say the “wrong” thing, you will put both in trouble. You may create a crisis or worsen an existing controversy.

But if you know the journalists’ tricky ways in asking questions and how you should respond to them, you will not be led into saying the “wrong” thing that is sensationally good for news but bad for you and your company.

Having this knowledge and the skills to handle journalists and their questions, you don’t have to worry about journalists “misquoting” or “manipulating” what you say or taking your interviews and press conferences out of context.

You can, in fact, make the journalists write your key messages and what you want them to write.

You can easily pick up these skills and apply them effectively in any media interview or when approached by any media – be it Malaysiakini, The Edge, BFM News, Al Jazeera, Bloomberg, or even the BBC or CNN News.

Journalists all over the world use the same questioning techniques. And how you should respond to them to gain the upper hand in any interview is pretty much the same in any part of the world.” – **SW Chan**

**Corporate Communications professionals are generally non-spokespersons but are media advisers and frontliners in dealing with the media. Having an all-round media skills and knowledge is crucial to their work.**

The skills will come in useful, especially in times of crisis or when they need to brief or coach their companies’ spokespersons before events.

**WHY is it necessary for executives/leaders in Senior Management to have some media skills even if they are not spokespersons?**

The skills will be helpful in case they need to handle interviews. More importantly, they will know what to do or not to do, what to say or not to say, when they are suddenly approached by journalists, anytime, anywhere, for comments over a product issue or a corporate crisis.

## The Speaker/Trainer



SW Chan, Media Strategy Advisor/Trainer (HRDC-Certified)

**SW Chan**, a former senior journalist, is a media strategy advisor and a specialist trainer on media-handling skills.

He conducts media skills training - in-house and public programs - for Senior Management executives/leaders, Communication professionals, Government senior officers/leaders, and Politicians.

He has 15 years of experience in media consulting and training, and prior 18 years in journalism.

Chan has been a regular trainer with the Ministry of Foreign Affairs' training arm - the **Institute of Diplomacy & Foreign Relations (IDFR)** - for 9 years (not including the pandemic years), where he conducts media skills training for Malaysian and foreign diplomats and diplomatic officers.

Notably too, he had been a media crisis management trainer (on consultant basis) to **Shell Malaysia** group of oil and gas companies for 12 years.

Chan was previously a journalist - having been both a reporter and an editor – for three news media organisations:

- Managing Editor, News, in then **ntv7**
- Senior Editor in **The Sun**
- Reporter, News Correspondent, Senior Writer and Sub-Editor in **The Star**.

The media skills he teaches are universal, can be applied effectively anywhere in the world.

## The Training (HRDC-Claimable)

(with practical session of mock media interviews)

The media have all the unfair advantage over you. The media decide whether or not to cover your events, from which angle they want to cover, and they decide what to write and what they want to put in the news. And, journalists, of course, are the ones who ask all the questions.

Journalists can even slant a story or an issue – for or against you – just by asking questions.

But if you have the media skills and know how the media and the journalistic mind work, you will be able to handle not only the local but also the foreign and international journalists, and their questions, especially the tricky questions, in any situation. You can even “dictate” what you want them to write.

This seminar-workshop aims to impart to you the necessary media skills, and to give you that know-how:

### MODULE 1

How to Take Control of Journalists and Their Tricky Questions, and Get Them to Write What You Want Written at Your Press Conferences and Interviews

### MODULE 2

How to Handle a Sudden Approach by Journalists with Barrage of Questions, and Turn That Approach to Your Advantage

### MODULE 3

How to Act Pre-emptively to Overcome a Media Crisis or Controversy

### Practical Session

(Participants on voluntary basis are interviewed by real journalists based on crisis scenarios. The interviews will be video-recorded and played back on screen for group review and discussions).

**Training Fee:** RM1,800 per participant (inclusive of course notes, hotel's buffet lunch, and refreshments).

**Class Size:** 8 - 25 participants.

**Note:** This is referral program. We will refer to organizer Meridian.

**CLICK HERE**



This is referral Program. You can Contact MEF Academy:  
[chanhow\\_lim@mef.org.my](mailto:chanhow_lim@mef.org.my)