

Finding and Assessing Contributors

Course Outline

This course aims to introduce the basic skills of sourcing and selecting programme contributors. It covers finding contributors using the internet, press agencies and print media sources and also looks at how to develop contacts and how to deal with agents for professional contributors. Course members will take part in role play scenarios with professional actors to practise their interviewing techniques for both telephone and face to face interviews.

0945-1015	Introduction to the Course
1015 - 1130	Lecture: Finding Your Contributors - how to find and check out interviewees Once you've tracked your potential contributors down, how do you go about selecting the ones who will be the best for your programme?
1145 - 1230	Lecture: Finding The Experts How to find the best person for the job.
1230 - 1315	Exercise: Review Of Student Pre-course work
1315 - 1400	Lunch

1400-1445	Preparation For Role Play
1445 - 1545	Practical: Telephone Interview Techniques The importance of the initial call. The actor will play out a number of different scenarios with course members.
1545 - 1700	Practical: Face to Face Interviews A guide to face to face interviewing.
1700	Course Review