

Sample training scenario matrix

Scenario	Media	Format	Story	Learning points
Broadcast 1	Local radio consumer programme	Pre-record package; standing; outdoors	Feature on local issue	Familiarisation and broadcast practicalities
Broadcast 2	National TV news	Live; seated; studio	Comment on topical but technical issue	Proactive messaging; clarity and authority
Broadcast 3	International TV news	Live; standing; remote to camera with earpiece	Crisis scenario	Handle hard questions; keep calm; control interview agenda
Text 1	Specialist/trade publication	Face to face	Technical/industry development	Give context and news value to a technical issue
Text 2	National newspaper	Telephone	Expert opinion on a national story	Proactive messaging and branding
Text 3	Newswire	Doorstep ambush	Unexpected crisis scenario	Perform under pressure