



## Griffith University - Media Training

### Background

Griffith University is one of Australia's top tertiary education facilities with more than 29,000 students, including 5000 international students. It has more than 140 university degree programs on five campuses from Brisbane to the Gold Coast.

An innovative, forward-thinking institution established in 1971, Griffith University enjoys an international reputation for excellence in teaching and research.

BBS is engaged by Griffith University to train key university spokespeople in the art of handling a range of media encounters – from proactive and positive stories through to negative crisis situations.

### Strategy

BBS developed a media training package which ensured that Griffith University spokespeople were equipped to comment on a range of topics, including:

Positive Griffith University initiatives, such as:-

- Internal programs
- Course offerings
- Research and teaching excellence

Negative issues and crises, such as:-

- Industrial relations
- Health and Safety
- Change in government legislation

- Student complaints
- Scandals eg cheating, drugs, sex etc.

BBS' one-on-one sessions involved on-camera mock media interviews where participants skills were refined. It also covered essential media theory, including:

- Newsworthiness
- Packaging news for the media
- Developing key messages for the media
- Handling journalist interviewing tactics.

### Results

BBS' media training has equipped Griffith University's key spokespeople with the confidence and skills they need to effectively interact with the media in a range of real-life situations.