The Press Conference: Student Briefing Pack

Welcome to the studio! Today, your team is going to run a live broadcast interview. To make it a success, you need to pay close attention to your guest, ask the right questions, and communicate with absolute confidence.

Work through the steps below to prepare for going live!

Step 1: Choose your guest

Read through the three 'Press Kits' below. As a pair, choose one person you want to interview for your broadcast.

Guest 1: Amir (Age 15) - West End Actor

Amir has only been acting for three years but absolutely loves it. He recently auditioned for a major West End show just for the experience, and unexpectedly landed the lead role.

Because he had only ever performed in school productions, he worried he was not good enough to be there. He struggled with terrible stage fright and kept freezing during the early rehearsals.

He started reading scripts from his favourite films and listening to podcasts by famous actors about how they handle nerves. He used their breathing techniques to calm down and get in the zone.

He nailed the opening night, received a standing ovation and a fantastic review in a national newspaper.

Guest 2: Maya (Age 16) - Singer-Songwriter

Maya writes her own original music and performed on Britain's Got Talent last year, reaching the televised live shows.

The judges told her on live television that while her voice was beautiful, she needed to connect much more with the audience through her lyrics if she wanted to truly stand out.

She started reading poetry and studying the lyrics of her favourite artists to see how they told stories. She also kept a daily journal to capture her own thoughts and experiences.

She returned to the stage with a powerful original song that connected deeply with the crowd, earning her a standing ovation and an invitation to record in a professional studio.

Guest 3: Jordan (Age 15) - Academy Footballer

Jordan plays as a midfielder for a top-tier youth football academy.

She is technically gifted but kept getting caught out of position during fast-paced matches against older players.

She started reading tactical breakdowns of her favourite professional players and studying match heat maps. She learned to 'read the game' and anticipate moves before the ball even came to her.

This season she provided the most assists in her league and was made team captain. Next month, she has trials for the England under 16 team!

Step 2:
The Research Room

Every great interview starts with research. Your goal is to get your guest talking about how they 'locked in' and overcame their challenges.

Pro Tip: Avoid 'Closed Questions' that only get a 'yes' or 'no' answer (e.g. "Were you nervous?"). Instead, use 'Open Questions' to start a conversation (e.g. "How did you handle your nerves on the big day?").

Draft your three interview questions below:

1. The Journalist (The Lead Interviewer)

- **The Job:** You are the host. Your goal is to make your guest feel valued and help the audience learn about their experiences.
- **The Secret to Success:** Think of your questions as a ladder. You start on the bottom rung with your prepared question. When the guest says something interesting, you climb further up the ladder by asking follow-up questions like "Can you tell me a bit more about that?" or "How did that feel?" to go deeper into their story.
- **Oracy Skill:** Focus on **Active Listening.** It is about more than just hearing the words. Nod while the guest speaks, use short encouraging sounds like "I see", and make sure your body language is open and facing them. If they share an important point, try briefly repeating it back to show you truly understand. This builds trust and encourages them to keep talking.

2. The Guest (The Interviewee)

- **The Job:** You are the expert on your own life. Whether you are playing Amir, Maya, Jordan, or being yourself, your job is to share your journey.
- **The Secret to Success:** Try to expand your answers by giving a three part answer. First, answer the question directly. Second, share a real-life example to paint a picture (try starting with, "For example..."). Third, share how it made you feel or what you learned (you could say, "That made me realise..."). This structure helps you feel confident and keeps the conversation flowing.
- **Oracy Skill:** Focus on **Vocal Expression.** Try to vary your tone. If you are talking about a difficult moment, let the audience hear how much it mattered to you.

3. The Camera Operator (Physical Oracy Coach)

- **The Job:** You are observing the physical side of the interview to ensure everyone looks confident and engaged.
- **The Secret to Success:** Watch for the "Big Three":
  - **Eye Contact:** Are they looking at each other?
  - **Posture:** Are they sitting comfortably but attentively?
  - **Gestures:** Are they using their hands to help explain things?
- **Feedback Tip:** After the interview, give one "Glow" (something they did well) and one "Grow" (one specific thing to try next time).

4. The Producer (Social and Emotional Oracy Coach)

- **The Job:** You are listening to the flow of the conversation. You make sure it feels like a real connection, not just a list of questions.
- **The Secret to Success:** Listen carefully to how they interact. Did the Journalist interrupt? Did the Guest give a very short answer that stopped the conversation?
- **Oracy Skill:** Focus on **Turn-Taking.** A great interview is like a game of catch. The conversation should move smoothly between both people without anyone dropping the ball.

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