

Media Awareness



Course outline

Course Tutor:

JAMES DOHERTY

Course Content:

Journalists and journalism are changing, but your approach to them should not. Many organisations and individuals find it difficult to approach the news media, some are even frightened, worried that the press will distort or twist their words, spinning the story out of all proportions. If that sounds familiar, then this course is for you. Awardwinning journalist, television scriptwriter and PR chief, James Doherty, will dispel the myths and help you to navigate successfully through the media minefield.

Programme

- How the media world has changed
- Using the media to your best advantage
- What is news?
- How to spot a good story in your organisation
- Understanding how to target your story? Which media - press, TV, online, radio?
- Managing media
- How to make the most of the media Interviewing techniques
- Don't panic! an introduction to crisis media management

What you should bring with you:

No requirements. You may wish to bring a notepad.

Qualifications:

No formal qualifications required.

Expected learning outcomes:

Using relevant examples and fun, practical exercises, you'll learn how you can proactively engage with the media and how to avoid 'doing a Ratner' when the proverbial hits the fan.