

# PR Training



## Course outline

### Course Tutor:

**JAMES DOHERTY**

### Course Content:

A course aimed at building a coherent sense of how the news media works, how journalist and their editors make their decisions and how to maximise individual relationships with journalists. Crucial for all those wishing to improve, brush up or discover their PR skills, in particular journalists looking to move into PR and PR people looking to improve their knowledge and skill base.

### Programme

- Introduction and training objectives
- News values
- The journalist's world
- The newsdesk
- Pitching your story
- Giving comment
- Wind up and questions

### What you should bring with you:

No requirements. You may wish to bring a notepad.

### Qualifications:

No formal qualifications required.

### Expected learning outcomes:

On completion participants should have a clear understanding of how the news media and PR process works and have sufficient empathy for and confidence in dealing with news journalists to aid them in their future work.