

zoom

TRAINING SESSION

COURSE: PR for Journalists
DURATION: 4 sessions of 90 minutes
TUTORS: **James Doherty**

OUTLINE:

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.

Programme

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