

## Media Awareness Course

This essential half day course provides a thorough introduction to the basic theory behind dealing with the media. Delegates will be taught media skills which will ensure they are ready to take a phone call and deal with an enquiry from a member of the press. The course will include information on the local media, how they operate and what journalists look for in a story. It will cover the basic rules for writing effective press releases.

Delegates will also be taught how to research and prepare for a media interview or brief others on how to talk to the media.

### Course Outline:

- Understanding a journalist's objectives
- Dealing with the media
- Preparing for an interview
- Producing effective press releases
- Communicating key messages

### Course Objectives:

- How basic press and public relations work and why it is important to your organisation
- Basic rules for writing effective press releases including, style length, structure and how to follow up
- How journalists work and what they need from your organisation in order to maximise your chances of gaining coverage
- To understand exactly what a journalist will be looking for in an interview and how to prepare for it

### Target Delegates:

- This course is aimed at people with little or no previous experience of either public relations or working with the media.
- This course would benefit anyone who has been given responsibility for generating publicity for their company but are not sure where to begin
- Anyone involved in preparing press releases and speaking to the media on an ad-hoc basis
- Anyone responsible for briefing senior colleagues on speaking to the media

**Duration:** Half-day

**Delegates:** 12

**Tutor:** James Filleul is a former news editor of BBC Jersey, where he managed a team of journalists and set the daily news agenda. He is now the Managing Director of Direct Input, a Channel Island PR and Training company, which runs specialist communications courses. James is a high-profile figure in the Island's business communities. He has hosted the annual Institute of Directors awards dinner, presented Chamber of Commerce debates and is a regular public speaker at a variety of corporate functions.