

## Media Skills for Marketers

This course is aimed at all marketing and PR staff, or anyone at middle management level who may be required to work with the news media. It gives delegates a thorough briefing on the media, including detailed advice on how to influence a journalist to cover the story you want them to, and how to plan a really effective media campaign.

We will teach you how to spot a good news story within your organisation. You will be able to find the story which will interest the media, but which will also promote your company effectively.

This course will then tell you how to effectively target and focus your media releases to make sure journalists pick out the story you want them to, and cover it in the way you intend.

Finally, the course covers basic media interview training to make sure that when you have interested the media in your story, you can brief the company spokespeople to communicate effectively either in print, on radio or on TV.

### Course Objectives:

- Target the media with skill and knowledge
- Tailor the content of their news releases to the media's audiences
- Prepare effective media releases
- Influence journalists
- Identify stories which will influence the media
- Brief company spokespeople to give effective interviews
- Plan and implement an effective media campaign
- Control media coverage

**Duration:** 1 day

**Number of Delegates:** 6

**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.