



Media Awareness Training

■ Description

A workshop, led by a former journalist, with plenty of hands-on experience and exercises covering:

- The media and your organisation
- What makes news
- What are journalists looking for & why
- Developing a story idea and key messages
- Understanding what makes a good story
- Opportunities with radio & TV
- Preparing you or a colleague for a media interview

■ Aims

This course is aimed at employees who would like to have a better understanding of their organisation's PR and media activities. The course gives delegates the opportunity to explore the role they can play in identifying good news stories to offer the media.

■ Course Programme

MORNING

- The media and your organisation
- Who are the media we want to influence
- What makes news
- The art of the press release (practical workshop)

AFTERNOON

- The bigger picture - feature opportunities and radio & television
- How to get your story on radio or TV
- Practical interview workshop & constructive feedback

Mosaic Media Training

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