



Media Awareness Training

▪ Overview

Our tailored course is a workshop, led by a former journalist, with plenty of hands-on experience and exercises. You'll learn the relationship between the media and your organisation and what makes news that journalists will want to cover. You'll discover what journalists are looking for and why and how to develop a story idea and key messages. We'll help you understand what makes a good story, how to maximise your opportunities on radio or TV and how to prepare yourself or a colleague for media interviews.

This course is aimed at any staff 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.

This course is available as face to face training or online via Zoom or Teams.

▪ Programme

- The media and your organisation
- Who are the media we want to influence
- What makes news
- The art of the press release (practical workshop)
- The bigger picture - feature opportunities and radio and television
- How to get your story on radio or TV
- Practical interview workshop and constructive feedback

Mosaic Media & Marketing Training

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