

Managing the Media for Good or Bad

Managing the media for good or bad in the digital age: a crisis and reputation management course combined with support for positive marketing/PR

The primary course is offered for members of senior management teams and will be tailored to your specific needs. The aim is to build confidence and strategies in dealing with the mass media from 'traditional' print and broadcast to the new digital applications.

Usually, group training is limited to no more than six people per day. There is scope for less intensive half-day sessions or one-to-one sessions. Attendees receive a take-home pack of essential do's and don'ts, a DVD and confidential written assessment of their performance.

We also offer basic media awareness training for broader staff groups, with content including how journalists operate, what processes you need to deal with media, getting your message across, being as confident as you can be, advanced level crisis and reputation management.

Our media team included:

- An award-winning network TV reporter and former news anchor-man
- A vastly experienced network and regional news cameraman
- A commentator and columnist who's a regular interviewee on TV and Radio.

Basic level – two trainers and cameraman

- How the media operate – is there a difference between print and broadcast?
- Outline process for dealing with first contact – have you a strategy in place?
- Interviews – for written and broadcast – preparation and key message delivery
- The press conference scenario.
- The press release.

Advanced level – trainers as required

Will include a refresher covering basic course and in addition:

- Detailed crisis planning with the emphasis on minimising and shortening media-exposure.
- One-to-one camera interview training for key personnel based on realistic scenarios.
- Managing the media in times of crisis.

Crisis Management Response

We don't just train; we do this for real.

A specialised one or two person team available 24/7 for the duration of the crisis. Operating as your exclusive press liaison team, or alongside your existing PR team, providing immediate specialist support from people who know the demands of the media in these circumstances. This may vary from one or two days to a week, depending on the story.