

# MEDIA TRAINING FOR CIVIL SOCIETY

Harnessing the power of media for charities and NGOs

## What is it about?

The media can be your greatest ally if you know how to use it. This advanced workshop will show you how to structure a media strategy that will get people on side with your campaign and organisation. Delegates will learn how to create a media strategy using all of the tools available to them in terms of print media, broadcast and social media. We will give you all the understanding you need to be a successful campaigner. We will also focus on crisis management and look at how to turn a negative into a positive.

## Who should attend?

This course is perfect for anyone who has had prior experience with the media and it is a strong follow-on from our Media Training programme. The course is tailored to support those working in the public sector, charities, NGOs, or social enterprises.

## Learning outcomes

- An understanding of the media process and how to work with journalists
- How to analyse, engage and keep your audience on your side
- Ability to develop an effective campaign strategy
- Interview skills
- How to deal with media crises and announce bad news

## Benefits

Participants will benefit from an increased understanding of how the media operates and how to engage them effectively in campaigns.

## Course structure

- Understanding complex audiences and what drives them
- Getting your message across concisely
- Creating new and exciting angles
- How to keep control of interviews
- Crisis management- what to do in case of an emergency
- Using reactive situations to your advantage
- Understanding Integrated Communications
- Developing sophisticated monitoring and evaluation of your media presence