



## WORKING WITH THE MEDIA: CREATING A POSITIVE WORKING RELATIONSHIP

The media is more widespread and pervasive than it's ever been and its reach is growing all the time. Depending on your line of work or hobbies, or just a plain twist of fate, you could end up being the answer part of a question and answer session with a member of the media.

It's easy to become nervous or tongue-tied when being in this situation. Plenty of people get distracted when they consider that what they are saying could very soon be on some news organization's website or Twitter feed.

Being uneasy is perfectly understandable, but you can learn to deal with the media, on a one-off basis, or as a recurring situation. This course will give you the tools you need when dealing with the media and putting your best foot forward without putting your foot in your mouth.

### **This one-day workshop will help you teach participants:**

- ✓ Prepare for an interview
- ✓ Be interviewed successfully
- ✓ Craft a media statement
- ✓ Develop and issue a press release
- ✓ Understand libel and slander
- ✓ Develop a media package
- ✓ Understand various media outlets
- ✓ Build relationships with the media

## COURSE OUTLINE

### **Course Overview**

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

### **Being Interviewed**

This session shows how to deal with receiving an interview request, preparation, and the interview itself. It tackles this topic from the perspective of a citizen and of a spokesperson.



## **Providing Information to the Media**

This looks beyond the interview and at any information that is provided to the media. It considers the security of information and files, types of statement attribution, and the various types of modern day media.

## **Developing a Media Package**

A media package contains many elements that can provide a lot of information. This session looks at those elements and how to create them correctly.

## **Press Releases**

Press releases are used daily, but often incorrectly, or incompletely. This session is going to show you how to craft an effective press release to get your message to the world.

## **Developing Media Relationships**

This session looks at the types of relationships you can develop with members of the media and how to make the most of those relationships.

## **Workshop Wrap-Up**

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.