

## Course outline

### Course Tutor:

James Doherty

**DURATION:** 2 three hour sessions

### Course Content:

In the ever-changing news media landscape, this course is aimed at providing a strong understanding of how PR and Comms professionals successfully navigate traditional, social and digital media, to successfully deliver their message to audiences across multiple platforms. This course will help you build a coherent sense of how the news media works, how journalists and their editors make their decisions and how to maximise opportunities to use relationships with the media to deliver your message. Crucial for all those wishing to improve, brush up on, or discover their PR skills, in particular journalists looking to move into Comms roles and those already in the profession looking to improve their knowledge and skill base.

### Programme

- Introduction and training objectives
- News values
- Developing your message
- Pitching your story
- Navigating social media
- Giving comment
- Interview techniques
- Crisis communications

**What you should bring with you:** No requirements. You may wish to bring a notepad – although further reading will be provided at the end of the course.

**Expected learning outcomes:** On completion participants should have a clear understanding of how the news media and PR/Comms process works, developing skills which will help in either journalism or a career in PR/Comms.

**Participant feedback:** *“Any journalist thinking of making the move into PR and communications would benefit from James’ training sessions. His experience of working in newsrooms and comms teams means he brings a depth of first-hand knowledge that some PR trainers lack. You will come away with lots of practical skills that you can apply in the real world. Excellent.”*

*“James Doherty was a most engaging, and knowledgeable, trainer who brought much of his own professional experience to the sessions. He delivered this alongside a welcoming, humorous, positive, and inclusive style.”*