

Press Office Management

INTRODUCTION

- With 24-hour rolling news channels and social media, the ways that news is shared and consumed has changed entirely and is set to keep changing. So, however you learned about the media and how to interact with it, chances are your models may need review and updating.
- During this training course, you will learn how to get the most out of your media relations, raise your profile and keep your stakeholders engaged. Good media coverage gets your message across effectively to the public and decision makers and allows you to positively influence what is printed and broadcast. By the end of the course, you will know what makes a good story and what makes journalists want to run it. You will also take a deep dive into the principles, functions, and processes behind running an effective press office.

This training course will highlight:

- Dealing effectively with the press/media in today's news environment
- Using digital media to give 24/7 service and increase efficiency
- Techniques to build your media list and contacts network
- Tools to 'triage' media requests
- Crisis media management in the age of social media

OBJECTIVES

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ORGANISATIONAL IMPACT

The organisation will benefit from:

- More efficient and effective media/press relations
- Better structured press communications
- Cost savings from a more efficient process
- Speedier and better transfer of key messages
- Faster crisis response

PERSONAL IMPACT

Each delegate will gain:

- Greater confidence in meeting media/press needs
- More efficient and effective press office processes to save time and effort
- Best practice techniques in media assessment and monitoring
- Tools to help you deliver an efficient global media service
- Greater reputation defence in your work

WHO SHOULD ATTEND?

This training course is for you if you're:

- A spokesperson for an organisation looking to enhance your ability to deliver press conferences, handle media interviews, and accurately communicate information to the public.
- Press officer/managers looking to implement best practices within their organisations
- Junior to mid-level press officers and media relations managers looking to enhance their understanding of media relations.
- Press officers are seeking to understand crisis communications.
- Press officers overseeing issues or clients that may require sensitive press handling.

Course Outline

The Role and Purpose of a Press Office

- Understanding how today's 'lean' news operations work
- What is news? The 'news media', social media and slow reading
- Using the internet (your website, news sites, blogs, podcasts)
- Different traditional media – print, TV, radio local, national, and international
- Identifying the media that matter to your organisation
- Essential functions of an effective press office: Reactive and proactive approaches

Understanding what is a 'Story' and How to 'Sell' it

- What is a 'news angle' or 'hook' and how to find it
- Researching your target media and story versioning
- Who to contact and how – selling in your story?
- The news cycle – when to call
- Building a news story from scratch:
- Statistics based stories
- Picture or video clip stories, use of influencers
- Versioning stories

Developing Media Campaigns and Content Programmes

- Starting with your organisation's strategy and plans
- SMART objectives and measurement
- The Message House
- POEM and PESO – Blending paid, owned, shared, and earned media
- Digital Media: Managing and using social media effectively
- Media measurement and continuous improvement

Good Practice in the Press Office

- Developing your tech stack
- Essential Admin: policies, procedures, keeping records, approvals and sign-off
- Contact databases
- 24-hour availability, account management and roster management
- Media and social media monitoring: sentiment analysis
- Content management, content calendars

Issue Management and Crisis Media Management

- Strategies for monitoring issues and prevent media crises
- Identifying, training, and briefing your critical spokespeople
- Preparing your spokespeople in times of crisis
- Types of interviews
- Avoiding journalist bear-traps
- Messaging, bridging and impactful language
- How to triage incoming media enquiries
- How to set up, manage and handle a press conference
- Action Planning