

How the media works

How the media works will explain the structure of the modern media, what it stories it wants and how it wants them. It will show how a press office or communications department should best respond to media requests. It will provide a media priority tool enabling participants to plan and structure their response to media needs.

Are you baffled the complexity of the modern media?

Do you understand news cycles and media needs?

Are you prepared for media requests?

Method

Participants will be shown a route map through the maze of the modern media. This will explain how each of the various news organisations, and the sub divisions and programmes within them, function. The consultant will explain what each outlet needs, and by when. The 'domino-effect' of which outlets influence others is also explained.

From this basis, you will be guided through how best to prepare for a media campaign or day-to-day media needs. Advice and templates will be provided on checklists, press packs and broadcast material

