

Handling the media

How the media works

Course outcomes - by the end of the programme you will be able to:

- What are the priorities for reporters or what makes news
- How are news stories constructed
- Writing effective press releases and media advisories
- Creating an effective press list
- How to respond to media questions, queries and requests
- Effective preparation for interviews
- Press conferences and media briefings
- Opinion pieces and letters to the editor
- Using social media as a tool

Date: 25 October 2017 to 27 October 2017

Time: 20:30 - 16:00

Venue: IAJ Richmond Office, Johannesburg

Cost: PoR

More info:

1 Richmond Forum
Cedar Avenue
Richmond
Johannesburg

For more, visit: <https://www.bizcommunity.com>