

# Government Media course: Essential Tools for Editors and Journalists

This course is an accredited and certificated five-day learning programme offered by the SPI, an associate institute of Rhodes University's School of Journalism and Media studies.

The course targets communicators who work in the national, provincial and district government communications departments, or those who regularly interface with the media such as municipal managers, councillors and mayors.

The course will provide participants with key insights and practical skills to help them make direct interventions in their organisations, and it covers the following modules.

**Reporting for government media:** This module focuses on practical reporting exercises based on simulated national government/local government events and also looks at the key roles that news editors/editors play to guide their reporting staffs to produce accurate, truthful, impartial, balanced and timely news that matters to audiences and the implications of this for government communicators.

**Handling of media and external relations:** This module examines how the print, broadcast and multi-platform media operates; what the media expects from national government/local government communications officers and it also gives participants a variety of important tips and simulations on how to handle media interviews, press releases and press statements, etc.

**Handling of campaign programmes:** This module focuses on what national/local government communication officers need to do to prepare for and run an effective communication campaign programme and how to evaluate its success or failure.

**The role of editorial independence and media ethics:** This module looks at the critical role and relevance of editorial independence and media ethics to journalism in a democracy and how these act as best guarantors for any media company's credibility and profitability.

**Leadership and human resources management.** This module covers key aspects of leadership and management and how they impact the overall operations of any organisation; the human resources element of this module focuses on recruitment, training, assessment, incentives, discipline and redundancy in an organisation. The key is to make the right appointments and we consider some useful pointers from South Africa's human resources and labour perspectives.

**Essential Tools for Editors and Journalists:** 22 May 2017 to 26 May 2017

**Time:** 20:30 - 17:00

**Venue:** Rhodes University, Grahamstown

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