

Press Office Management

DAY 1

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

DAY 2

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

DAY 3

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

DAY 4

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

DAY 5

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