MEDIA RELATIONS AND PRESS MANAGEMENT FOR ORGANIZATIONS TRAINING COURSE

Introduction

The media plays a critical role in shaping public opinion, influencing institutional reputation, and disseminating information to stakeholders across local and global environments. In today's highly connected and fast-paced communication landscape, organizations must maintain professional and strategic relationships with media institutions to ensure accurate public representation, strengthen organizational visibility, and protect institutional credibility. Effective media relations are therefore essential for governments, corporations, NGOs, financial institutions, and development agencies seeking to communicate effectively with the public and key stakeholders. This comprehensive executive programme equips participants with practical knowledge and advanced skills in media relations, press management, strategic media engagement, public information dissemination, and spokesperson communication. The programme examines modern media systems, media engagement strategies, press communication frameworks, and global public communication practices used by leading institutions worldwide. Participants will learn how to develop effective media engagement strategies, prepare professional press materials, manage interviews and press conferences, monitor media coverage, respond to negative publicity, and strengthen institutional communication with journalists and media organizations. The programme also explores digital media communication, broadcast media engagement, media ethics, and communication planning in increasingly digital and socially connected environments.

Course Objectives

- Strengthen professional media engagement and press management skills
- Improve institutional media communication strategies
- Enhance spokesperson communication and interview handling capabilities

P.O Box 7254- 01000
www.trustgatecorporateskills.co.ke
Location Thika & Nairobi

- Develop effective press release and media content writing skills
- Strengthen media monitoring and public information management systems
- Improve institutional response to negative publicity and misinformation
- Enhance digital and broadcast media engagement competencies
- Equip participants with practical media communication planning skills

Course Modules

> Module 1: Understanding the Media Landscape
- Types of media platforms
- Media structures and operations
- Journalism principles and practices
- Media trends and emerging communication platforms
- Media ethics and professional standards

> Module 2: Strategic Media Relations Management
- Principles of media relations
- Building professional media relationships
- Institutional media engagement strategies
- Media networking and partnerships
- Media communication policies

> Module 3: Press Release and Media Content Development
- Press release writing techniques
- Media statement preparation
- News story development
- Content editing and approval systems
- Writing for different media platforms

> Module 4: Interviews and Spokesperson Communication
- Interview preparation techniques
- Television and radio interview skills
- Spokesperson responsibilities and professionalism
- Managing difficult media questions
- Public speaking and presentation techniques

> Module 5: Press Conferences and Media Briefings

- Organizing press conferences
- Managing media briefings
- Public announcement strategies
- Media event coordination
- Communication protocol and etiquette

> Module 6: Media Monitoring and Communication Analysis
- Media monitoring systems and tools
- Public sentiment analysis
- Evaluating media coverage
- Communication performance indicators
- Reporting and communication analysis

> Module 7: Managing Negative Publicity and Media Crises
- Responding to misinformation and rumors
- Media crisis response strategies
- Reputation protection during media attacks
- Institutional damage control measures
- Corrective communication strategies

> Module 8: Digital Media and Online Communication
- Online media engagement
- Social media relations management
- Digital press communication strategies
- Multimedia communication techniques
- Managing online public discussions

> Module 9: International Media Communication Practices
- Global media communication trends
- Cross-cultural media engagement
- International communication standards
- Media communication in multinational institutions
- Global public information strategies

> Module 10: Strategic Media Communication Planning
- Developing media communication plans
- Institutional media strategy development

- Communication budgeting and resource planning
- Monitoring and evaluating media strategies
- Media action plan development