

what makes news?

making the most of the media



The Bridge Group is a PR Week Top 150 design, marketing and communications agency, and a Top 10 public sector consultancy.

Clients choose us because they need to make something happen. Things like creating a new brand; getting better media coverage; increasing customer satisfaction through campaigns; and communicating clearly with staff and stakeholders through change.

Or if the worst happens, we can provide crisis PR support.

The current economic climate means that it has never been so important to protect your brand. And that means making sure that your key people are clued up on reputation management.

The Bridge Group offers tailored media training solutions to suit your organisation's needs, business objectives and budget.

Examples of training sessions that we deliver include:

- **Strategy** - analysing opportunities and risks facing your business and developing local, regional and national media profiles
- **Interview skills** - including preparations for media interviews and briefings and executive support prior to broadcast work
- **Coaching** - one-to-one training for press officers and 'what makes news' for front-liners
- **Copywriting** - how to write a resident newsletter, writing skills for technical staff



- **Capacity building** - media liaison for community spokespeople and advice on developing resident newsletters
- **Photography** - making the most of photo opportunities.

We believe in developing a training event which meets the individual needs of your organisation. We would liaise with you prior to the event to determine what you want to get out of the training, how we can deliver it, and how we can measure success.

However, to provide a sample of the type of things we can cover, this is a course that we regularly deliver to clients.

Remember, we can use this as a basis and tailor it to your needs - this is merely illustrative to give an indication of content, timing and cost.

What makes news?

What: A half-day session for non-communication staff who may be in contact with the media on positive or negative stories.

Designed to encourage press release idea generation, to boost awareness of the importance of the media in promoting the organisation and equip participants with the skills needed to complete positive interviews. To also reinforce importance of PR protocol.

Who: Up to 12 participants per half-day. Recommended to non-communication staff who need to understand more about the media and their role in promoting and representing the organisation.

How: Via an informal presentation and practical interactive sessions

Why: The objectives of the course will be to:

- Improve awareness of how the media works, with the intention of increasing an organisation's ability to manage its reputation
- Create awareness amongst delegates of their responsibility in promoting the organisation, and the importance of doing so

- Develop an understanding of what makes news and what a reporter is looking for in a news story or from an interviewee
- Encourage idea generation for media activity
- Equip delegates with an understanding of local media
- Boost confidence of delegates in dealing with the media, to boost positive coverage and provide spokespeople.

Example exercise

Presentation from former reporter on what makes news, housing specific examples and information on client's local media picture:

- What makes a good story
- About journalists
- Area media profile
- Hot news topics
- Fantasy newsroom exercise to test delegates' news values.

Costs

Half day session at your offices for up to 12 delegates £1,000

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