



OPEN COURSE FOR PRESS OFFICERS

- Get a better understanding of how the broadcast media works.
- Feel more in control when you're dealing with TV and radio journalists.
- Be “camera ready” - with a clear grasp of what it takes to broadcast effectively.

This one-day intensive course is designed for press officers who work for a wide range of organisations, but it will be particularly useful if your background is in print/newspapers – or if you are new in post.

We run separate courses for senior press officers who are already experienced broadcast communicators.

We'll show you how to pitch stories for television and radio. We'll explain how to identify the elements required for an effective broadcast news “package.” We'll offer advice on how to develop relationships to ensure maximum exposure for your stories.

But it isn't all theory. As part of the course you will have to prepare for two interviews – one radio and one television. After we've put you through your paces, you will be given full feedback on how you've performed by two of Wales' most experienced broadcast journalists.

You'll get a training pack, a DVD of your interviews and access to our online learning database. The price also includes lunch and refreshments.