

Effective Media Relations in a Disrupted Media Landscape

COURSE OVERVIEW

In an era of fragmented channels, digital disruption, and rapid news cycles Effective Media Relations in a Disrupted Media Landscape explores how organizations can adapt communication strategies effective communication. Media relations today require building trust with journalists, navigating the influence of social platforms, and ensuring consistent, credible storytelling in a highly competitive information environment. This course provides participants with practical tools, relationship-building strategies, and real-world techniques to manage media engagement effectively, safeguard reputation, and amplify organizational messages in a fast-changing landscape.

WHO SHOULD ATTEND?

The target audience for this course includes public relations officers, PR managers, and communication professionals tasked with managing media interactions and developing strong media strategies. It also benefits managers and supervisors in marketing, sales, training, and administration who engage with media activities, as well as any organizational personnel involved in media relations. Professionals seeking to enhance their skills to navigate today's evolving media environment and build effective relationships with journalists and media outlets will find this course particularly valuable.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Explain how media disruption is reshaping communication strategies.
- Build and sustain relationships with journalists and editors.
- Adapt media engagement tactics to digital and social platforms.
- Craft compelling stories that resonate across diverse outlets.
- Manage organizational reputation in fast-moving news cycles.
- Respond effectively to misinformation and negative coverage.
- Integrate media relations into broader communication strategies.
- Assess the effectiveness of media outreach and engagement efforts.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Shifts transforming the global media environment.
- Approaches for cultivating strong journalist and media connections.
- Storytelling techniques tailored for disrupted news cycles.
- Methods for engaging audiences across digital and social platforms.
- Strategies to safeguard brand credibility under media pressure.
- Tools for countering misinformation and narrative distortion.
- Evaluation practices for measuring outreach success.
- Case examples of organizations navigating media disruption effectively.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded