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COURSE BROCHURE

Advanced Media and Communications Practice Training Course

25 October – 5 November 2027
London

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Ref: 450_16214 **Date:** 25 October – 5 November 2027 **Location:** London **Fees:** 9500 GBP

Media and Communications Practice is a 2-week advanced training course for media officers, spokespeople and communications practitioners who produce news content and face journalists directly, and it ends with a Media Handling Portfolio of tested materials. Newsrooms now publish around the clock across print, broadcast and social feeds, so organisations need practitioners who can write, speak and respond at newsroom speed. Jupiter Prime Training runs this course in its media series.

Why Media and Communications Practice Matters Now

Three shifts shape media work today. Newsrooms are smaller and faster, so journalists rely on ready-to-use material and expect spokespeople to answer within minutes. Coverage now moves between broadcast, online news and social platforms, where a poorly handled interview clip can circulate long after the story ends. Audiences judge organisations on how they speak during a crisis as much as on what happened. Practitioners who handle media well earn fair coverage and trust; those who do not lose control of the story. The course builds on established newsroom conventions, interview technique and case-based practice rather than any single proprietary model.

Who Gains Most from Media and Communications Practice

- Media officers who write releases, run press offices and answer journalist enquiries
- Spokespeople who give interviews on television, radio and podcasts for their organisation
- Communications practitioners who prepare executives for media appearances
- Content producers who create newsroom-style stories for owned and earned channels
- Event and press conference coordinators who manage briefings and media logistics

A press office that sends its media officers and designated spokespeople together gains most, because they rehearse as the same unit that will face reporters afterwards.

Media and Communications Practice Capabilities

Participants move from drafting statements at a desk to performing confidently in front of microphones, cameras and press benches.

- Build newsroom-style story packages that editors can publish quickly — for news desks and content teams
- Specify press releases, advisories and backgrounders that meet editorial standards — for journalists and correspondents
- Communicate key messages under pressure using bridging techniques — for broadcast and print interviewers
- Design and chair a press conference from running order to follow-up — for executives and attending media
- Apply lessons from crisis coverage cases to holding statements — for leadership and affected audiences in healthcare and aviation
- Test op-ed and byline drafts against editorial expectations — for opinion editors and sector publications

Key Media and Communications Practice Terms

- Inverted pyramid — a news writing structure that places the most important facts first and supporting detail later.
- Key message triangle — three core points a spokesperson aims to deliver in every interview, whatever the questions.
- Bridging — a technique that moves an answer from a difficult question back to a prepared key message.
- Media advisory — a short notice inviting journalists to an event, stating what, when, where and visual opportunities.
- Doorstep interview — an unplanned interview conducted outside a building or at an event, often without preparation time.
- Holding statement — a brief initial response issued in a crisis while facts are still being confirmed.

Media and Communications Practice Day by Day

Day 1: How Newsrooms Work Today

- News Cycle Mapping — Deadlines Across Print, Broadcast and Online Desks
- Editorial Gatekeeping Model — What Editors Accept or Reject
- Journalist Sourcing Habits — Verification and the Role of Spokespeople
- Platform Algorithms and Reach — How Stories Travel on Social Feeds
- Media Ethics and Right of Reply — Fairness in Coverage

Day 2: Newsroom-Style Content Production

- Inverted Pyramid Structure — Leading With the Newsworthy Fact
- Headline and Lead Writing — Hooks That Survive the Edit
- Multimedia Story Packages — Text, Photo, Video and Graphics
- Content Desk Workflow — Planning, Drafting, Approving and Publishing
- Fact-Checking Routine — Protecting Credibility Before Release

Day 3: Press Releases and Media Materials

- Press Release Anatomy — Headline, Dateline, Quote and Boilerplate
- Quote Crafting — Lines Journalists Will Actually Use
- Media Advisory and Photo Call Notes — Drawing Crews to Events
- Backgrounder and Fact Sheet Writing — Depth Without Clutter
- Distribution List Hygiene — Targeting the Right Desks

Day 4: Op-Eds and Thought Leadership Writing

- Op-Ed Argument Structure — Claim, Evidence and Call to Action
- Executive Voice Capture — Ghostwriting That Sounds Authentic
- Pitching an Op-Ed to Editors — Timing and News Pegs
- Byline Article Planning — Sector Journals and Trade Titles
- Editorial Response Letters — Correcting the Record Politely

Day 5: Interview Preparation

- Interview Briefing Note — Outlet, Reporter, Angle and Format
- Key Message Triangle — Three Points to Land Every Time
- Bridging and Flagging Techniques — Returning to Core Messages
- Hostile Question Rehearsal — Handling Traps and False Premises
- Off-the-Record and Embargo Rules — Ground Rules With Reporters

Day 6: On-Camera and Broadcast Skills

- Television Studio Interview — Posture, Eye Line and Pace
- Radio and Podcast Interview — Voice, Clarity and Soundbites
- Down-the-Line and Remote Interviews — Technical Set-Up at Home
- Doorstep Interview Handling — Staying Composed When Ambushed
- Recorded Video Statements — Scripting and Teleprompter Use

Day 7: Press Conference Management

- Press Conference Decision Test — When a Briefing Is Justified
- Running Order and Speaker Roles — Who Says What
- Venue, Backdrop and Technical Checklist — Visual Message Control
- Moderating Questions From the Floor — Fair and Firm Chairing
- Post-Conference Follow-Up — Transcripts, Clarifications and Monitoring

Day 8: Crisis Coverage Case Studies

- Crisis Coverage Timeline Analysis — First Hour to First Week
- Holding Statement Drafting — Speed Without Speculation
- Spokesperson Choice in Crisis — Chief Executive or Specialist
- Social Media Pile-On Response — Correcting Misinformation Quickly
- Lessons From Product Recall and Service Outage Cases — Healthcare and Aviation Examples

Day 9: Media Campaign Case Studies

- Campaign Case Deconstruction — Objective, Story, Channel and Result
- Earned Media Hooks — Data Stories, Human Interest and Visual Moments
- Media Partnership Models — Sponsored Content and Co-Created Series
- Coverage Evaluation — Message Pickup and Audience Response
- Campaign Failure Post-Mortems — Why Strong Ideas Missed Coverage

Day 10: Practising the Media Handling Portfolio

- Live Newsroom Simulation — Producing a Story Package Under Deadline
- Mock Press Conference — Applying Running Order and Chairing Skills
- Recorded Interview Clinic — Playback and Feedback on Bridging
- Crisis Statement Drill — Drafting and Delivering a Holding Line
- Media Handling Portfolio — Final Set of Materials for Sign-Off

Applying Media and Communications Practice After the Course

- Run a newsroom simulation with the press office to produce one story package and release within a set deadline.
- Schedule recorded mock interviews for each designated spokesperson and review bridging and soundbite delivery on playback.

Media and Communications Practice Questions FAQ

What is Media and Communications Practice and why does it matter now?

Media and Communications Practice is the hands-on craft of producing news content and handling journalists. It matters now because newsrooms are faster and leaner, clips spread across platforms, and audiences judge organisations by how they speak in public.

Which roles gain most from Media and Communications Practice training?

Media officers, spokespeople and communications practitioners gain most. Content producers and press conference coordinators also benefit, especially when a press office sends its media staff and spokespeople together to rehearse as one unit.

How does Media and Communications Practice differ from PR strategy training?

It concentrates on execution rather than planning. You write releases and op-eds, rehearse interviews on camera and run press conferences, where PR strategy training focuses on objectives, budgets, agencies and board reporting.

What do you bring back from Media and Communications Practice training?

You bring back a Media Handling Portfolio. It contains a story package, press release, op-ed draft, interview briefing note, press conference running order and holding statement your press office can adapt immediately.

Media and Communications Practice: The Way Forward

The Media Handling Portfolio first informs who speaks for the organisation and which materials are ready before the next announcement. Media officers, spokespeople and executives use it as a shared reference for releases, interviews and briefings. After its first live use, revisit the interview recordings and coverage results, because reporters and platforms reward different formats as the news cycle shifts.