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COURSE BROCHURE

# Advanced Crisis Media Management Training Course

7 – 18 June 2027
Casablanca

# Advanced Crisis Media Management Training Course

**Ref:** 182_5360 **Date:** 7 – 18 June 2027 **Location:** Casablanca **Fees:** 6800 GBP

Advanced Crisis Media Management is a 2-week training course for media relations managers, press officers and corporate spokespeople, built around a crisis press office kit that each participant completes and shares with colleagues. Newsrooms, broadcasters and online outlets now report an incident within minutes, and the way an organisation handles journalists shapes the public record long after the event. Jupiter Prime Training offers Crisis Media Management for those who face reporters when it matters most.

## Why Crisis Media Management Matters Now

Three forces shape media handling during crises today: shrinking newsrooms that rely on fast quotes and eyewitness footage, live broadcast and streaming formats that leave no room for edits, and online outlets that amplify a single headline across platforms. An airline after an accident or a petrochemical plant after a fire is judged by the first press conference as much as by its response on the ground. Press offices that answer quickly, consistently and accurately earn fairer coverage; those that go silent invite speculation. The course draws on ISO 22361, the international guideline for crisis management, to place the press office within crisis structures.

## Who Gains Most from Crisis Media Management

- Managers responsible for media relations and journalist contacts during incidents
- Press officers who answer enquiries, issue releases and staff the press office
- Spokespeople who give press conferences and live broadcast interviews
- Digital editors who publish on corporate channels and monitor online coverage
- Advisers who prepare executives for hostile questioning

A corporate affairs function gains most when its media relations manager, a press officer and a spokesperson attend together and rehearse the press office as one unit.

## Crisis Media Management Capabilities

Participants leave able to run a crisis press office, hold composure on camera and measure what reporters actually printed and broadcast.

- Design a surge-ready press office with enquiry triage and approved lines — media relations leadership
- Build crisis press releases and update cadences that meet newsroom deadlines — journalists and editors
- Apply question management techniques at press conferences — executive spokespeople
- Test spokesperson delivery in hostile and live broadcast formats — credibility with viewers
- Assess journalist relationships and decide on exclusive or pooled access — strategic media reach

- Calculate coverage tone, accuracy and share of voice after a crisis — executive committees

## Key Crisis Media Management Terms

- Press office surge — the rapid scaling of media staff and shifts to handle a spike in journalist enquiries.
- Approved lines — the agreed wording press officers use when answering questions, updated as facts change.
- Doorstep interview — an unplanned encounter in which reporters question a spokesperson outside a building or event.
- Sound bite — a short, quotable phrase designed to survive editing in broadcast and print reports.
- Share of voice — the proportion of coverage in which an organisation's own perspective appears compared with others.
- Coverage audit — a structured review of published and broadcast reports for tone, accuracy and message pick-up.

## Crisis Media Management Day by Day

### Day 1: The Crisis News Ecosystem

- Newsroom Decision Cycle — Anticipating How Editors Select and Frame Crisis Stories
- Media Landscape Mapping — Prioritising Broadcast, Print, Online and Specialist Outlets
- ISO 22361 Communication Expectations — Positioning the Press Office Within Crisis Structures
- Eyewitness Footage Influence — Assessing Citizen Content in Professional Coverage
- Aviation and Petrochemical Coverage Reviews — Comparing Press Handling Under Scrutiny

### Day 2: The Crisis Press Office

- Press Office Surge Staffing — Scaling Media Teams for Round-the-Clock Demand
- Media Enquiry Triage — Prioritising Calls by Outlet Reach and Deadline
- Approved Lines Log — Keeping Every Press Officer Consistent
- Attribution Ground Rules — Agreeing On-Record, Background and Off-Record Terms
- Press Office Shift Briefings — Handing Over Context Between Teams

### Day 3: Media Statements and Releases

- Crisis Press Release Structure — Ordering Facts, Actions and Next Updates
- Release Cadence Planning — Matching Statement Timing to News Deadlines
- Correction and Clarification Notices — Fixing Inaccurate Reporting Quickly
- Visual Assets and Fact Sheets — Supplying Footage, Images and Background Data
- Fast-Track Statement Approval — Securing Sign-Off Within Newsroom Deadlines

## Day 4: Press Conferences

- Press Conference Decision Test — Judging When a Briefing Helps or Harms
- Venue and Format Planning — Arranging Seating, Lighting, Backdrop and Access
- Speaker Line-Up and Running Order — Assigning Roles to Executives and Experts
- Question Management Techniques — Handling Moderation, Follow-Ups and Time Limits
- Post-Conference Follow-Up — Answering Outstanding Journalist Questions

## Day 5: Hostile and Live Interviews

- Hostile Interview Patterns — Recognising Loaded, Hypothetical and Speculative Questions
- Doorstep and Ambush Encounters — Responding Calmly to Unplanned Media Contact
- Live Broadcast Preparation — Rehearsing Studio, Remote and Down-the-Line Formats
- Sound Bite Construction — Crafting Quotable Lines That Survive Editing
- Camera Playback Drills — Reviewing Spokesperson Delivery on Recording

## Day 6: Journalist Relationships

- Journalist Relationship Mapping — Identifying Trusted, Neutral and Adversarial Reporters
- Pre-Crisis Media Familiarisation — Building Credibility Before Incidents Occur
- Specialist and Trade Press Liaison — Briefing Correspondents Who Shape Expert Opinion
- International Media Handling — Managing Time Zones, Languages and Foreign Correspondents
- Exclusive and Pooled Access Decisions — Balancing Fairness With Strategic Reach

## Day 7: Social Media and Online News

- Social Media Monitoring Workflow — Tracking Mentions, Hashtags and Influential Accounts
- Online Story Spread Tracking — Following Coverage Across News Aggregators
- Owned Channel Publishing — Posting Updates on Corporate Accounts and Newsrooms
- Video Statement Production — Recording Short Executive Messages for Online Use
- Comment Moderation Protocols — Responding Publicly Without Inflaming Debate

## Day 8: Legal, Ethical and Sensitive Coverage

- Legal Review of Media Lines — Avoiding Prejudice to Investigations and Litigation
- Victim and Staff Privacy — Protecting Personal Information in Coverage
- Graphic Content and Grief Sensitivity — Handling Images and Bereaved Families
- Authority Media Coordination — Aligning Press Lines With Official Bodies
- Media Ethics Dilemmas — Weighing Transparency Against Harm

## Day 9: Coverage Measurement and Learning

- Media Coverage Audit — Classifying Tone, Accuracy and Message Pick-Up
- Share of Voice Analysis — Comparing Organisational Presence Against Critics
- Spokesperson Performance Scoring — Rating Interviews Against Agreed Criteria
- Press Office Debrief — Capturing Lessons on Speed and Consistency
- Post-Crisis Media Re-Engagement — Rebuilding Relations With Key Outlets

## Day 10: Practising the Crisis Press Office Kit

- Simulated Press Office Shift — Applying Enquiry Triage and Approved Lines
- Mock Press Conference — Testing Running Order and Question Management
- Live Hostile Interview Round — Applying Sound Bites Under Camera Pressure
- Coverage Audit Exercise — Measuring Simulated Reporting Against Objectives
- Crisis Press Office Kit — Assembling Templates, Contact Maps, Protocols and Measures

## Applying Crisis Media Management After the Course

- Lead a press office surge rehearsal that tests enquiry triage, the approved lines log and shift handovers over a simulated news cycle.
- Audit coverage of a recent incident or competitor crisis for tone, accuracy and share of voice, and share the findings with the spokesperson group.

## Crisis Media Management Questions FAQ

### What is crisis media management and why does it matter now?

Crisis media management is the handling of journalists, broadcasters and online outlets during an incident, from enquiries to press conferences. It matters now because newsrooms publish within minutes and live formats leave no room to correct a poor first impression.

### Which roles gain most from advanced crisis media management?

Media relations managers, press officers, spokespeople and digital editors gain most. You benefit if you answer journalist enquiries, run press conferences, appear on camera or measure coverage after an incident.

### How does advanced crisis media management differ from a crisis communication skills course?

Advanced crisis media management concentrates on the press office, journalists, press conferences and coverage measurement. A crisis communication skills course focuses on message design and stakeholder sequencing, while this one handles how those messages meet reporters.

## What do you bring back from crisis media management training?

You bring back a crisis press office kit with surge staffing plans, enquiry triage rules, release templates, journalist maps and coverage audit measures. It lets your press office work consistently from the first call to the final coverage review.

## Crisis Media Management: The Way Forward

The crisis press office kit gives a media relations team one tested set of tools for the hours when journalists call without pause. Its first use is deciding who staffs the press office overnight. Media managers, press officers and spokespeople use it together. After its first live use, the journalist relationship map deserves another look, since crises reveal which reporters reached audiences that mattered most.