



## Working with the Media

**Date:** 19<sup>th</sup> – 20<sup>th</sup> May 2010

**Duration:** 2 days

**Cost:** €80 (subsidized rate) \*This course is funded by Irish Aid for people active in the Irish International development sector. The non-subsidized course cost is €400. To check if you qualify for the subsidized rate, contact [dtalk@kimmagedsc.ie](mailto:dtalk@kimmagedsc.ie)

**Venue:** Kimmage Development Studies Centre, Dublin

### Course Aim

The aim of the course is to enable participants to understand how the media works and to feel comfortable, confident and empowered in their handling of the media.

### Course Content

- Press release skills
  - Getting the most from the Media
  - What makes a 'story' worthy for news?
  - Editorial conference
  - Review and writing press release
- The radio interview
  - What makes a good interview?
  - Conducting and reviewing interviews
  - Responding to interview requests
  - The difference between a radio and a TV interview

**Expected Outcomes** - At the end of the course participants should be able to:-

- Identify a 'newsworthy' story
- Write an effective press release
- Know when the press release should be released and to whom
- Have the competency for radio interview
- Understand the basic requirements for a TV interview
- Respond appropriately to adverse publicity
- Know when to make an appropriate follow up on the press release

Who can attend?	Prerequisite
Home and field based staff and volunteers of Irish and international NGOs and Irish lay/missionary organizations who are actively working with communities. Staff who want to support their PR or communications department.	This course is open to all!

### Short Bio of Facilitator/s

**Pat Coyle** is an award winning journalist and broadcaster with over 25 years experience. She has worked as producer on all the major programmes on RTE radio 1 including the 'Pat Kenny Show' and Live Line. She has produced and presented her own religious programmes both on TV (UTV, Channel 4 and RTE TV) and radio. She worked for six years as reporter/presenter/producer with the BBC in Belfast.

### Facilitating Organization/s

**Dtalk** is a Training and Learning programme, supported by Irish Aid, for civil society development workers. The programme is managed by a consortium led by the Kimmage Development Studies Centre (KDSC). The other consortium members are the International NGO Training and Research Centre (INTRAC- UK) and MDF Training and Consultancy (MDF- The Netherlands). **KDSC** is the lead agency for this course.

**To book a place or for further information contact:**

**Website:** [www.dtalk.ie](http://www.dtalk.ie)

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**Upcoming courses in May!**

- [Protection Roles and Responsibilities \(11 – 13\)](#)

- [Financial Management and Project Funding + Budget Management \(25 – 27\)](#)