



Armitage Bucks Communications

Aspects of Communications Training

- What is news, and how is it made?
- How newsrooms work.
- The soft sell – try pitching your positive stories to the hard-bitten editor. Your attempt is recorded on video. How did you do?
- How to write a press release. We contrast successful press-releases with ones which were spiked (not used), and identify what helps to ensure pick-up.
- Techniques for getting your press release on the newsdesk radar.
- News platforms – print, broadcast, digital, social. How do they differ? What approaches do you need to maximise results on each of them?
- The 24 hour news cycle. What it means for communications professionals.
- Crisis management. How to present a rebuttal and field questions.
- News conferences: how to stage one to get the best coverage.
- News conferences: how to cope with questions from several journalists.