



LEADERSHIP AND MANAGEMENT DEVELOPMENT

Media Relations and Corporate Communications

3 day course

Classroom, online or in-house

Course overview

Organisations meet the media on the day something has gone wrong, having never spoken to a journalist before, and the resulting coverage is shaped by whoever was willing to talk. This course covers building the relationship in advance. Delegates work through how newsrooms actually work, what makes something a story and the deadlines that determine whether you are in it, and the spokesperson role including who should hold it and the authority they need. Interview technique is practised for print, radio and broadcast, including bridging to your message without appearing evasive. Press releases, statements and the material journalists can use are covered. Social and owned channels follow. The course closes on corrections, on off the record, and on measuring coverage.

What you will learn

- Explain how newsrooms work and what makes something a story
- Define the spokesperson role and the authority it requires
- Handle print, radio and broadcast interviews
- Bridge to your message without appearing evasive
- Write releases and statements journalists can actually use
- Coordinate owned and social channels with media activity
- Handle corrections and off the record, and measure coverage

Who should attend

- Communications and public relations staff
- Executives who act as spokespeople
- Marketing and brand personnel
- Government and public sector information officers
- Managers who may be approached by journalists

Course outline

- 01 Meeting the media on the worst day
- 02 How newsrooms work and what makes a story
- 03 Deadlines and news cycles
- 04 The spokesperson role and authority
- 05 Interview technique across media
- 06 Bridging without evasion
- 07 Releases, statements and usable material
- 08 Owned channels, corrections and measurement

Upcoming dates

Dates	Venue	Format	Fee per delegate
5 to 7 October 2026	Johannesburg, South Africa	Classroom	R14,950
30 November to 2 December 2026	Online	Online	R6,500
9 to 11 December 2026	Addis Ababa, Ethiopia	Classroom	USD 995
3 to 5 February 2027	Maseru, Lesotho	Classroom	R14,950



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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