

## media Awareness Workshop

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Almost everyone consumes news on a regular basis through a variety of platforms. But few people truly understand how news is made, sourced, aggregated and shared in today's media marketplace.

Liking the media, or not, isn't the issue - how to manage the media is....because, thanks to social media...every story is global and instantaneous.

In the past, news outlets had deadlines and a news cycle to produce and fact check stories and sources.

Today, the 'news cycle' is a 24/7/365 insatiable information beast always in need of nourishment - aka NEWS - something NEW at every minute.

FAKE news, fringe news outlets and social media have blurred the dissemination of news and degraded the public trust in the industry overall. Audiences don't trust the primary (and most essential) role of the news media - to report without fear or favor.

Democracy Dies in Darkness - written on the front page of every Washington Post.

ALICOMM'S Half-Day–Media Awareness Workshop shares candid insights about the news media and how to best manage reporters to protect the brand.

In this awareness session, employees/brand ambassador learn:

- what makes the media tick - what are their biases;
- the pressures of the journalist - always on the job, always on the record;
- how to make nice with reporters - in good times and in bad;
- what every reporter (and every story) is about - if it bleeds, it leads
- what reporters need to win - the ultimate competition;
- how to prepare for a media encounter (planned or unplanned) - everyone is a journalist;
- what is a citizen journalist - beware of the cell phone;
- what your company needs you to know/do if....exit and escalation language to give you cover.

Alicomm's expert team of journalists share the facts, meaningful stories, news clips, social media posts and the candid realities of the ever changing landscape of news gathering and reporting. This engaging and educational workshop will equip your team with tangible tools to protect themselves and the brand.

This program is available for a flat rate 15-25 participants.

**KNOWLEDGE IS POWER.**