

PRESS OFFICE MANAGEMENT



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TRAINING CENTER



Introduction

A press office sits between an organisation and the public, and how it handles that position shapes reputation within hours. The Press Office Management Training Course prepares media officers, spokespeople, and communication managers to run a professional press function with confidence. Participants learn to build media strategy, manage journalist relationships, draft releases and statements, and prepare spokespeople for interviews. Furthermore, the course covers crisis communication, social media monitoring, and message discipline during scrutiny. In addition, it addresses media monitoring, evaluation, and reporting to senior management. As a result, teams gain a press office that protects reputation, controls the narrative, and communicates clearly under pressure.

Press Office Management Course Objectives

- Build a media relations strategy aligned with organisational objectives.
- Draft press releases, statements, and media advisories to professional standards.
- Prepare spokespeople using message house and bridging techniques.
- Manage journalist enquiries, briefings, and embargo arrangements.
- Apply crisis communication principles and holding statement protocols.
- Design a communication response plan for reputational incidents.
- Monitor traditional media and social platforms for coverage and risk.
- Apply media evaluation metrics such as share of voice and sentiment.
- Coordinate internal communication during external scrutiny.
- Manage press office workflow, approvals, and daily media logs.

Course Methodology

- Instructor-led sessions combining media theory with newsroom practice.
- Practical exercises in writing releases, statements, and Q&A briefs.

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- On-camera and simulated interview practice with structured feedback.
- Case studies of corporate and public sector media incidents.
- Group workshops on crisis simulation and message discipline.
- Continuous knowledge checks and a final applied press office project.

Who Should Take This Course

- Press officers and media relations officers.
- Corporate communication and PR managers.
- Government and institutional spokespeople.
- Public relations agency account staff.
- Marketing and communication coordinators.
- Executive assistants supporting media enquiries.

Press Office Management Course Outlines

Day 1: The Press Office and Media Landscape

- Role and mandate of the press office in an organisation.
- Media landscape: print, broadcast, digital, and social platforms.
- Journalist behaviour, deadlines, and news values.
- Building a media relations strategy and contact map.
- Media policy, approval chains, and spokesperson authority.
- Ethics, accuracy, and legal considerations in media work.
- Workshop: mapping an organisation's media environment.

Day 2: Writing for the Media



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- News angle identification and story framing.
- Press release structure: headline, lead, quotes, and boilerplate.
- Writing statements, media advisories, and fact sheets.
- Style, tone, and plain language for media audiences.
- Translating technical content into public language.
- Editing, proofreading, and approval workflows.
- Workshop: drafting a press release and a holding statement.

Day 3: Media Handling and Interview Skills

- Preparing spokespeople with the message house model.
- Bridging, flagging, and blocking techniques in interviews.
- Handling hostile, speculative, and leading questions.
- Broadcast interview practice and on-camera presence.
- Briefing journalists and managing embargoes.
- Building long-term relationships with reporters.
- Workshop: recorded interview practice with feedback.

Day 4: Crisis Communication and Reputation Management

- Crisis communication principles and response phases.
- Holding statements and the first hour of a media incident.
- Crisis communication team roles and escalation paths.
- Social media monitoring, misinformation, and rapid response.
- Internal communication during external scrutiny.
- Post-crisis review and reputation recovery planning.





- Workshop: running a full crisis simulation exercise.

Day 5: Monitoring, Evaluation, and Press Office Operations

- Media monitoring tools, alerts, and coverage logs.
- Media evaluation metrics: share of voice, sentiment, tone.
- Reporting media performance to senior management.
- Managing press office workflow, contact databases, and archives.
- Planning media campaigns and press events.
- Building a press office improvement roadmap.
- Workshop: presenting a media performance report.

Conclusion

By successfully completing the Press Office Management Training Course, participants will have acquired the knowledge to build media strategy, write releases and statements that hold up to scrutiny, prepare spokespeople for tough interviews, and manage communication during a reputational crisis. They will also gain the ability to monitor coverage, measure media performance, and report it credibly to leadership. Furthermore, the course strengthens message discipline and stakeholder coordination. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready media practice.

FAQs



Q1 What is the "Press Office Management" course about?

It is a practical programme on running a professional press and media relations function. It covers media strategy, writing releases and statements, spokesperson preparation, interview handling, crisis communication, media monitoring, and evaluation reporting for traditional and social media.

Q2 What are the key benefits of the "Press Office Management" course?

Participants gain the ability to control the organisation's message instead of reacting to it, which protects reputation during public scrutiny. The course improves the speed and quality of official statements, raises spokesperson confidence in interviews, and gives management clear evidence of media performance through measurable coverage data.

Q3 What skills will I gain from the "Press Office Management" course?

Media strategy and journalist relations management; press release and statement writing; spokesperson preparation and interview handling; and crisis communication, media monitoring and evaluation.



Q4 What tools, methods, or standards are covered in the "Press Office Management" course?

The course covers the message house model, bridging, flagging and blocking interview techniques, press release and media advisory formats, holding statement protocols, crisis communication response phases, media monitoring and social listening tools, and evaluation metrics such as share of voice, sentiment, and tone.

Q5 How is the "Press Office Management" course applied in real-world practice?

Graduates apply it by running the daily media desk, issuing releases and statements with proper approvals, briefing spokespeople before interviews, and monitoring coverage across press and social platforms. During incidents they activate a crisis plan, issue holding statements, and later report performance to senior management.