BLACKBIRD FOR TRAINING

Media Relations and PR Management: Strategy and Image

22 November – 3 December 2027
Los Angeles (USA)



Media Relations and PR Management: Strategy and Image

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Media relations and public relations management is the planned handling of an organisation's relationships with journalists, stakeholders and the public to build and protect its corporate image. This 2-week course is for communication and PR practitioners taking on wider management responsibility, and delegates finish with an integrated PR campaign plan combining media relations, specialist disciplines and evaluation measures.

Introduction

The course draws on three references. The ten-stage PR planning process sets out a sequence from situation analysis through objectives, audiences, messages and tactics to evaluation. The six-point PR planning model offers a condensed version for smaller campaigns. The PRSA Code of Ethics sets professional values of honesty, disclosure and fair dealing for practitioners. The level is practitioner, extended over two weeks to cover specialist disciplines such as financial, government and community relations alongside core media work. Teaching uses case studies, drafting exercises and campaign simulations from energy, healthcare and retail organisations.

Course Objectives

- Distinguish corporate identity from corporate image and select media relations actions that close the gap between them
- Compare the ten-stage and six-point PR planning models and apply the right one to a campaign
- Apply audience segmentation and stakeholder journey mapping to target core messages
- Distinguish marketing communication from public relations and define the role of each specialist PR discipline
- Interpret public opinion and media coverage data to judge whether PR objectives have been met
- Justify crisis and reputation repair responses using ethical standards and a prepared toolkit

Target Audience

- PR and communication officers moving into management who must decide which audiences and issues take priority
- Media relations and press office staff who must judge which stories, releases and spokespeople suit each outlet
- Corporate affairs and government relations staff who must decide how to engage officials and decision-makers
- Internal communication and employee engagement leads who must choose how strategic messages reach the workforce
- Marketing and brand staff sharing responsibility for reputation who must judge where PR rather than advertising fits



Course Outline

Day 1: PR Strategy, Corporate Identity and Reputation

- PR Strategy Overview: Setting Goals and Deciding When Public Relations Fits Best
- Corporate Identity vs Corporate Image: What an Organisation Projects Compared With Perceptions
- Reputation Management Through Media Relations: Protecting How External Audiences See the Organisation
- Leadership Role in Communication: Executive Ownership of Messages and Credibility With Senior Leaders
- Communication Goal-Setting Exercise: Defining Organisational PR Priorities for the Course Project

Day 2: Audiences, Stakeholders and Consistent Messages

- Employee vs Employer Expectations: Psychological Contract Gaps That Shape Internal Messages
- Audience Segmentation and Prioritisation: Ranking Publics by Influence and Interest
- Stakeholder Communication Journey Map: Tracing Contact Points From Awareness to Advocacy
- Storytelling and Content Creation: Steps for Clear, Credible Narratives and Targeted Messages
- Employee Social Media Advocacy: Equipping Staff to Share Approved Corporate Messages

Day 3: Reputation Risk, Influencers and Decision-Makers

- Reputation Risk Identification: Planning for the Unexpected Through Regular Issue Scanning
- Reputation Repair: Communication Steps for Restoring Trust After Damage
- Opinion Leaders vs Influencers: Established Authority Compared With Audience-Driven Reach
- Decision-Maker Engagement: Principles for Sustainable Relationships With Key Officials and Leaders
- VIP and Political Contact Plans: Monitoring Political Activity and Its PR Impact

Day 4: PR in the Corporate Mix: Events, Protocol and Financial PR

- Media Relations Practice: Working Norms for Journalists, Briefings and Interviews
- Corporate Event Management: Planning, Running and Evaluating Organisational Events
- Protocol and VIP Visits: Hosting Arrangements, Precedence and Official Etiquette
- Financial PR: Investor Communication Roles, Results Announcements and Disclosure Activities
- Domestic vs Multinational Communication: Single-Market Messages Compared With Cross-Border Coordination

Day 5: PR Planning Models, Research and Measurable Objectives

- Ten-Stage vs Six-Point PR Planning Models: Detailed Sequence Compared With Condensed Approach
- Market Research for PR: Using Audience and Opinion Data to Shape Plans
- Measurable PR Objectives: Awareness, Attitude and Behaviour Targets for Campaigns
- Core Messages and Communication Toolkits: Practical Materials for Spokespeople and Teams
- PR Budgeting: Allocating Staff, Time, Materials and Money to Planned Activities



Day 6: PR, Journalism and the Media Landscape

- Business Communication and PR: Where Public Relations Sits in Organisational Communication
- How Journalism Works: News Values, Deadlines and Editorial Decisions Affecting Coverage
- Traditional vs Digital Media Relations: Press Desks Compared With Online Outlets and Creators
- Audience Importance: Matching Channels and Messages to What Each Audience Values
- PR Output vs Outcome Measurement: Coverage Counts Compared With Changes in Opinion

Day 7: Press Releases, Ethics and Crisis Communication

- Press Release vs News Release: Formal Announcements Compared With Story-Led Media Material
- Six C's of Communication: Writing Press Releases That Are Clear, Concise and Credible
- PRSA Code of Ethics and Journalism Truth Norms: Standards for Honest Communication
- Public Opinion Measurement: Surveys and Sentiment Tracking That Inform PR Decisions
- Crisis Communication Toolkit: Media Handling, Holding Statements and Spokesperson Roles in Emergencies

Day 8: Specialist PR Disciplines Across the Organisation

- Corporate Communication vs Public Relations: Organisation-Wide Function Compared With Relationship Discipline
- Marketing Communication vs Public Relations: Sales Support Compared With Reputation and Relationships
- Internal Communication and Employee Relations: Informing and Engaging the Workforce
- Consumer and Community Relations: Customer Relationship Management and Multicultural Community Engagement
- Government and International Relations: Engaging Public Authorities and Overseas Audiences

Day 9: Global Communication, Events and Corporate Responsibility

- Global Standards vs Local Interests: Reconciling International PR Practice With Local Expectations
- Social Media Platforms: Selecting and Managing Channels in the Multimedia Era
- Event Types and Purposes: Using Launches, Conferences and Open Days to Reinforce Messages
- Corporate Social Responsibility in PR: Linking Community Initiatives to Reputation
- Supportive Community Building: Developing Advocates and Partners Around a Corporate Message

Day 10: Campaign Practice: Designing and Evaluating a Unified PR Campaign

- Campaign Needs Assessment and Audience Research: Applying Earlier Segmentation to the Brief
- Unified Campaign Theme: Applying Core Messages and Quality Standards to One Theme
- Owned vs Earned Media Strategy: Choosing the Right Delivery Route for the Message
- Campaign Implementation and Evaluation: Applying Objectives and Measures to Execution
- Integrated PR Campaign Plan: Completing and Presenting a Campaign Matched to Delegates' Roles



Skills You Will Gain

- Stakeholder Mapping
- Audience Segmentation
- PR Campaign Planning
- Press Release Writing
- Media Handling
- Crisis Communication
- Financial and Government Relations
- PR Evaluation

Why Attend This Course

- From issuing press releases on request to planning media relations against measurable reputation objectives
- From one general message for everyone to segmented audiences reached through mapped stakeholder journeys
- From reacting to negative coverage to a prepared crisis toolkit and a reputation repair sequence
- From isolated activities to an integrated PR campaign plan with core messages, channels and evaluation

Conclusion

Managing media and public relations means shaping how an organisation is seen, by deciding whom it speaks to, what it says and how it checks the effect. The course makes three distinctions clear: corporate identity versus image, marketing communication versus public relations, and outputs versus outcomes in measurement. It is the right choice for practitioners who need the extended two-week route through specialist disciplines; a one-week professional edition suits those who need the core corporate affairs and media tools only.

Course FAQs

What is media relations and public relations management?

It is the planning and running of an organisation's relationships with media, stakeholders and the public, using research, messages, campaigns and evaluation to build a favourable corporate image and protect reputation when issues arise.

What is the difference between marketing communication and public relations in media relations and public relations management?

Marketing communication promotes products to customers to support sales, mostly through paid channels. Public relations manages relationships and reputation with many publics, including staff, media, officials and communities, mostly through earned and owned channels.



Which planning models does the media relations and public relations management course follow?

The course follows the ten-stage PR planning process for full campaigns and the six-point PR planning model for smaller ones, with the PRSA Code of Ethics as the professional standard for honesty and disclosure.

Is media relations and public relations management right for a press officer?

Yes. Press officers extend media handling and release writing into planning, stakeholder strategy, crisis preparation and specialist disciplines such as financial and government relations, which prepares them for wider PR management roles.

What do delegates produce on the media relations and public relations management course?

Delegates produce an integrated PR campaign plan with audience research, a unified theme, core messages, a media and channel strategy, measurable objectives and an evaluation method, presented at the end of the course.

