



P R I S A

Public Relations &
Communication Management

ESTABLISHED 1957

COURSE OUTLINE

Course	DEALING WITH THE MEDIA DURING A CRISIS
Date	15 & 16 August, 2018
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

Workshop Outline

While we all hope that we never have to deal with a crisis, there is no guarantee that we won't have to. With the current instability in many industries, organisations have to do just that on a daily basis. For the public relations and communication professional it is imperative to be able to support and guide your client or company through the pitfalls should a crisis happen. Taking the time to brainstorm and examine the possible risks that can turn to a crisis will ensure that you are adequately prepared to deal with it and with the media reporting about it. If you take the time now to analyse all the potential disasters that could affect your organisation and set a clear plan in place, you will be able to approach the situation with confidence and authority.

This intensive two-day workshop has been specifically designed to help you manage incidents before they escalate into potentially threatening media crisis situations. Participants will be carefully coached on tried-and-tested methods to steer clear of potential media pitfalls. This includes adopting a clear crisis management strategy, appointing a specific team to manage the situation from start to end, and doing a realistic damage assessment before the crisis actually strikes.

The content of this workshop covers:

- A detailed discussion of delegates' crisis experiences
- Guidelines for managing the media in a crisis situation
- Real-time case scenarios and seeing them through

Additional issues to be tackled during the workshop include:

- Anticipating disasters
- Anticipating media attention
- Handling interview requests
- Creating an effective platform to address the crisis
- When planning is the key
- Working out where you stand on the issue



- Being in the firing line
- Managing those tough questions
- Handling emotive issues
- Addressing community concerns
- Giving a positive perspective on thorny issues

The following skills will be developed:

During this workshop delegates will engage in effective role-play coaching. This provides each participant with a 'hands-on' opportunity to avert a media crisis minefield.

About our facilitator

Janine Lazarus has 31 years of experience in the media as a South African journalist and thus has extensive knowledge regarding media dynamics. This puts her in an ideal position to facilitate this workshop to guide delegates through the minefield of media opinion and public perception.

As National Course Coordinator of Journalism at Damelin College, Janine developed various media-focused courses, and lectured there and at Boston College and Varsity College. She is a Senior Facilitator for The Institute for the Advancement of Journalism, providing interactive training programmes for both the Print Department and the Corporate Media Training Unit. She also worked as a researcher/associate producer for Britain's Channel 4, Granada Television and the BBC, and still works on a project basis for these networks.

Janine has recently been appointed as a preferred Media Trainer for a British Head-Quartered Banks' Offices in Africa, and facilitated comprehensive Customer Service Communications and Call Centre Training programmes across Africa. She has also set-up and worked as a consultant editor in national and community newsrooms in Swaziland, Zambia, Zimbabwe, Namibia and Lesotho, and gained valuable international experience in Karachi in Pakistan, London and Manchester in the UK, and Dubai. Janine participates in various conferences as a panellist, keynote speaker and workshop facilitator and frequently debates topical issues on talk radio shows.

Duration:	2 Days
CPD Points:	15
*Early bird PRISA Member:	R4800.00
Late PRISA member:	R5030.00
*Early bird non-member:	R5320.00
Late non-member:	R5600.00
PRISA registered student:	R2720.00
Accommodation NOT included in any of the fees Fees subject to change	



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The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Services Seta SDL no 950721458

***Early bird: Book and pay before 14 July 2018**

Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Book online now to secure your seat as space is limited
Contact: Annah Jordan at annah@prisa.co.za or 011 326 1262