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Taking your Campaign to the Media

Reaching local and national press through print and electronic media, including internet, is crucial to the success of a campaign. But few companies know how to do this correctly.

/24-7PressRelease/ - SOUTH AFRICA, May 01, 2008 - This is a two day course aimed at: Anyone in the public relations, communications, public affairs, government departments and those who have to deal with media on a regular basis.

Content: We will look at ideas and concepts that are integral to the development of a success public relations campaign from the planning phase to the desired end result, with emphasis on successfully reaching the media. By examining the successes and failures of real public relations campaigns we will determine the key areas of focus when planning campaigns. These include:

- Identifying specific media for your campaign
- Drawing up focused and relevant press lists
- Creating a worthwhile 'readable' press kit that the media can really use
- Finding and giving correct statistics
- Setting up interviews for media
- Organising case studies

Practical Component: This 'split' two day course will require each delegate to prepare a media plan to workshop on the second day of the course.

Dates: Tuesday 3rd June, Tuesday 10th June 2008

Venue: Greenside, Johannesburg.

For more information contact: Marion Scher 082 467 6046

www.mediamentors.co.za

Course Convenor: Award winning journalist and author Marion Scher has been one of South Africa's top freelance journalists for the last 20 years, writing for many leading publications such as Fair Lady, True Love, Cosmopolitan, Style, Men's Health and Sunday Times Lifestyle to name a few. For the last 14 years she was Head of Journalism Studies at Allenby Campus, (now Damelin) Bramley and an editorial trainer for the Magazine Publisher's Association.

Her varied career has seen her working as a producer and researcher for the SABC as well as working with radio stations. She has also been a judge of the prestigious PICA Awards - the country's leading competition for the magazine industry.

Over the past five years Marion has consulted on many magazines, bringing their editorial content into the 21st century. But perhaps the fastest growing part of her business has been, without a doubt, her corporate work, where she offers courses from writing skills to handling television, radio and print media interviews as well as acting as a media consultant /analyst on a retainer basis.

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Media Mentors is involved in media training, consulting, writing, editing - in short anything to do with media and the written word.

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