

Monitoring your media profile

Organisations large and small need to know how they are shaping up in the media. This 3day workshop course is for corporate and government communicators, media liaison personnel, management and even for media themselves. It explains how media profiles are researched and compiled, what goes into them and what they can reveal.

No previous experience of media research or sampling is required. The aim is to familiarise participants with key concepts and methods. Practice is given in actually sampling and coding media using basic techniques. Media profiling can be highly complex and statistical: this course does not seek to impart high level skills. It does seek to provide a foundation for the understanding and use of media profiling for corporate reputation management. When you complete the course you should be able to:

- Understand media profiling
- Describe the main profiling methods
- Set objectives for media profiling research
- Identify the media that reach your target publics
- Ask clear research focus questions
- Brief specialists on research design
- Relate your questions to specific sampling methods
- For basic research, select media materials for sampling
- Do the sampling yourself and analyse the results
- Write up and interpret results with recommendations
- Grasp how statistical packages are used
- Know what to look for in a service provider
- Assess the work done by service providers
- Know how to set about projects in future

Date: 22 November 2010

Location: IAJ Offices, Johannesburg