



# Media Management Training for Agriculture Professionals

## Course Overview

The AHC **Media Management Training for Agriculture Professionals** training program is a comprehensive online course for those with an interest in learning about the media. The program covers how the media works, media monitoring, preparing key messages, interview readiness, handling sensitive discussions and tips for successful public interaction.

The goal of the program is to help you improve your relationship with members of the media, respond to media requests and learn how to reach out proactively to generate interest for your organization.

## Who Should Take the Course?

Whether you are a staff member, board member, a producer or just interested in how the media works, these resources offer you insights into responding to media requests, and how to represent your organization in the best possible light. The training will assist you in assessing the value to your organization versus the risk.

The program is also a good refresher for those who have media training. The course is a first step towards more advanced training.

## Course Objectives

Upon completion participants will have an understanding of and proof of training including:

- Enhanced awareness, knowledge, and skills
- Improved confidence and credibility
- Strengthened reputation and public trust

## Evaluation Process

There are four modules to the training, at the end of each module there is a test. Participants must successfully complete the test before continuing to the next section. Participants that do not achieve a passing score of 80% can review the module content and try as many times as necessary to advance and complete the course.

Upon successful completion of all modules there is a printable certificate for your records.

## Course Duration

This online course is self-paced. Participants may leave the course at any time and can resume where they left off. The duration will depend on the individual participant and their prior knowledge of the subject matter. On average, the course will take about one hour to complete.