



**GOOD TALENT MEDIA
PRESENTS**

MEDIA MASTER CLASS

**OCTOBER 9 - DECEMBER 23
2020**

Week 1: How to write a killer press release

Week 2: Industry leadership: make your voice heard

Week 3: How to leverage 2nd tier media

Week 4: How to 'campaign for change'

Week 5: Why crisis media plans are the new insurance

Week 6: Conducting a crisis risk audit

Week 7: Establishing a crisis media team

Week 8: How to handle crisis media and turn it around

Week 9: Why SEO goes hand-in-hand with PR

Week 10: How to find a good SEO agency

Week 11: Build your brand with social media

Week 12: How to become a kickass spokesperson