

Local Media & Messaging Training

Online interactive training to learn how to contact the local press, create a media list and write a press release. A step by step tutorial is available [here](#).

You can also access the slides used in the training [here](#).

By the end of this training, you will have:

- a clear “message”
- the basics of a press release
- a local media list
- a timing strategy

You will know:

- how to prepare quotes
 - how to brief Rebels who will be a contact for the press
 - to prepare immediate post-action images to send to the press
 - how to brief non M&M rebels to support the work you have done!
-