

# 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!
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