



# The right formula

Taking driving into the classroom

## Communications – Theme 12: Public relations

### Activity 12a

### Communicating with the media

Every organisation, whether a multi-national business, professional association, governmental body, non-profit making charity or an educational establishment, needs to develop and maintain good relationships with the media.

Media relations can be proactive or reactive. Depending on the circumstances, organisations communicate with the media using different approaches and techniques.

**Worksheet 12a: The right approach** shows a variety of cases that have either attracted media attention and need a response (reactive) or need to be promoted through the media (proactive). Decide for each one which would be the most suitable approach(es). **The Factsheet 12a: Media communications** provides background information on each approach.

### Class organisation

Individual work

### Resources

Worksheet 12a:  
The right  
approach

Factsheet 12a:  
Media  
communications