



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Media Relations for Animal Welfare Organizations

Agriculture and Nature Conservation / Nature Conservation

Unit Standard 261585 · NQF Level 5 · 3 Credits · 1 Day

COURSE OVERVIEW

This course equips animal welfare professionals with the skills to build and maintain effective media relationships, ensuring positive public perception and support for their organisations. Participants will learn to craft compelling messages, handle media inquiries, and manage crisis communications in the unique context of animal welfare.

Category	Agriculture and Nature Conservation
Subfield	Nature Conservation
Unit Standard	261585
Accreditation	SAQA Accredited · NQF Level 5 · 3 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of media relations to promote animal welfare messages effectively.
- Analyse the media landscape and identify appropriate channels for animal welfare communication.
- Evaluate media coverage and develop strategies to address misinformation or negative publicity.
- Demonstrate professional interview techniques and manage media interactions during crises.
- Design a media relations plan that aligns with organisational goals and ethical guidelines.
- Implement protocols for handling sensitive animal welfare cases in the public eye.

WHO SHOULD ATTEND

- This course is designed for communication officers, shelter managers, and senior volunteers at animal welfare organisations who are responsible for engaging with the media.

COURSE OUTLINE

Day 1: Foundations of Media Relations for Animal Welfare

- Introduction to media relations in the non-profit sector
- The media landscape: traditional vs. digital media
- Building relationships with journalists and editors
- Crafting compelling narratives for animal welfare stories
- Writing effective press releases and media advisories
- Handling media inquiries and interviews
- Crisis communication basics for animal welfare organizations
- Measuring media impact and reporting

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **3 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 13,400.00	R 13,400.00
1	In-House	R 17,400.00	R 17,400.00
1	On-Campus (Pretoria)	R 20,200.00	R 20,200.00

UPCOMING SESSIONS

No sessions are currently scheduled. Please contact us to arrange a session at a time and location that suits your team.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 261585) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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