

## **News release**

### **Oxfordshire-based businesses offered chance to win £5000 of media and crisis training**

Oxfordshire organisations looking to improve the way they come across in the media, or plan effectively to manage communications in a crisis, are being offered the chance to win tailored training worth over £5000.

Hanborough-based PR consultancy Oxtale, whose managing director Amy Jackson has 18 years' experience in PR working with clients such as Cadbury, Dow and ICI, says one media training course and one crisis and issues planning session are up for grabs, and any business, charity or public sector body based within the county can enter – and all they have to do is literally 'get in touch'.

“One course will show how you can give terrific interviews – avoiding pitfalls and increasing media opportunities for your business or association; we use a former journalist and professional cameraman to give that true-to-life feeling,” explains Amy. “The other will show how planning can help you stay on your toes if you ever face an issue and prevent it turning into a crisis. Not many businesses are facing challenges the size of Toyota’s and BP’s, but being prepared when small issues crop up can help preserve a good reputation and avoid loss of income or sales.”

Both courses will involve an initial briefing meeting so that objectives can be set, existing PR strategies understood and requirements agreed. This is followed by a day’s training for three to four senior employees, with theory, practice and constructive written feedback after the event.

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Amy has media trained spokespeople or prepared issues management programmes for a number of high profile organisations such as Gillette, Braun, Lafarge, Kraft, ABN Amro and Toyota, but has also successfully used the same principles in campaigns for smaller organisations, such as an award-winning project last year to turn around the reputation of a large secondary school.

To have a chance of winning one of these courses, contact Oxtale via Twitter, Facebook or Linked In (details on the Oxtale website [www.oxtale.co.uk](http://www.oxtale.co.uk)), sending us your company name along with the word 'media' or 'issues' to signify which course you would like to have a chance of winning. You can also phone the Oxtale office on 01993 880360 for more information.

Entries will close at 5pm on Monday 6 September 2010, after which the winners will be drawn from a hat and notified; the winners will also be publicised via Twitter, Facebook and Linked In. The preparation and courses must be held between October 2010 and March 2011 inclusive, on mutually agreed dates. For more terms and conditions, please go to [www.oxtale.co.uk](http://www.oxtale.co.uk).

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For more information contact Amy Jackson [amy@oxtale.co.uk](mailto:amy@oxtale.co.uk),  
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