PRESS RELEASE: Eagle Radio launches a new course to protect schools and businesses from criminal activity

Eagle Radio has been covering and breaking news across Surrey and Hampshire for over 15 years. Through our education courses we share the experience and expertise of our journalists to help local businesses, charities and schools to 'Use the Media' effectively.

In light of the development of online resources, new media and social networking sites, these two new courses are designed to help organisations to promote themselves in the best way possible in a 21st century market.

Online and Social Media Law & Ethics:
- Last year alone 653 people faced criminal charges in England and Wales in connection with comments on Twitter or Facebook*
- This course will equip businesses and young people with the knowledge to use networking sites, social media and websites responsibly, and how to avoid getting into trouble with the law.

Get your message in the media:
- This course trains businesses and organisations to handle their own PR effectively.
- It covers everything from how to write press releases, to how to get the most exposure on social networking sites.

Eagle Radio's Managing Director Paul Marcus explains why training is so important:

"The business world is changing fast and it's important for all organisations to protect not only themselves, but also the people they are responsible for.
"Everyday we're hearing of new situations which could have been avoided with the right training and advice."

See the 'Note to Editors' for more details on the courses.

Ends

* BBC News (26/02/2013)

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USE THE MEDIA

Eagle Radio & Eagle Extra has a reach of 153,000 weekly listeners across Surrey and North East Hampshire