



Media

What follows on the following page is an outline of our 3/4 to full day course that combines the different skills and knowledge for our News and Q&A courses. This session equips people to handle news and question and answer interviews on TV, radio and in print with greater confidence.

It is one of a range of courses and services that provide ongoing **assistance** for media and general communications.

Course Title	Emphasis	Duration
News	Preparing and delivering short attention getting quotes and information for TV-Print-Radio news bulletins. Staying 'on message'	1/2 Day
Question and Answer	Q&A Interviews- radio chat, TV current affairs, lifestyle, print features. Preparation and delivery skills.	1/2 Day
Media Conference	Planning-Rehearsing-Feedback for a media conference. Skills can be used for public-meetings as well.	1/2 Day
Taking Talkback	Building on Q&A skills to handling the vastly unpredictable questions from listeners. Sounding credible, staying on track.	1/2 day
Live To Camera	On camera presentation skills for those who do live TV crosses (Today Show/ Business Shows/Corporate Videos etc) or sponsored links (Finance Report)	1/2 day
Dress Rehearsal	Prepare-Refine messages and rehearse any upcoming media encounter. Can be done days before or hours before as a warm up.	Variable
Refresher	Sessions that keep media skills fresh and newsmakers ready. A skills check-up, revisiting theory with several practice interviews.	2-3 hours

- Courses are run either on a per session basis (1-2 people) or Groups basis (3 people or more)
- These courses contain solid skills and information while at the same time are flexible enough to fit your particular needs.
- We can run media courses anywhere in Australia and we offer very competitive rates.
- Contact us for price details, written quotes and the range of savings for multiple bookings.

Phone 03 9673 8155
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 Email enquiries@mediaassist.com.au

Media

Duration

3/4 - Full day (*depending on group size*)

Summary:

The combination of News and Q and A courses delivered in the one session.

Handling news is a completely different matter to handling the more conventional question and answer type interview. Some of the skills required and rules of engagement are the total opposite between these 2 types of media encounter. It often happens that a newsmaker speaks to a news journalist but provides what would be a great interview on live radio show. For the news journalist this makes life hard and means they have to start editing. This results in your message suffering or being dropped completely, yet you thought you had an intelligent conversation and things went well! Our courses highlight the differences and provides skills to confidently handle both.

This and all courses are tailored to suit your needs while at the same time including strong skill sets and clear, up to date information

Components:

- Clarify exactly what news stories and a Q&A's are and where you fit in.
- Preparation techniques to achieve quotes, answers and information that while at the same time delivers strong, positive outcomes for you while at the same time is attractive to the media.
- Media Release format.
- Tactics for when things get tough. (Interruptions/'Killer' questions)
- Staying 'on message'
- Practice interviews and feedback.
- Presentation guidance.
- Post course practice techniques to keep the skills live.

Method:

- Interactive sessions using PowerPoint/whiteboard.
- Course notes/work book, which serves as an invaluable reference guide after the course.
- Actual examples from real media encounters. (Radio/TV/Print)
- Video and or audio recording, playback and feedback.

Benefits:

- Broad coverage of media skills and information in one session.
- Easy to work into week long conferences, with interstate or international participants.
- **Equips participants with the skills needed to face the two major types of media encounter.**

Packages

Time Saver.

For people wanting to take both News and Q&A the time saver package takes the pressure off having to get a group together for a whole day. For many it's easier to clear a few hours as opposed to an entire day. The sessions run when you want and often work best when scheduled at 7 or 8 am.

- Price bonus of a 10% discount on the cost of the second course if both are booked simultaneously.

Total Cover

12 months worth of media training and support, 7 different sessions, your people well trained and ready, one discounted price.

- Price bonus 15% discount on listed price of the sessions.

Special Offer

For March/April ONLY- If a Taking Talkback; Dress Rehearsal; Media Conference; Live to Camera Brainstorm session is booked within 2 weeks of initial News/Q&A/Media course.

- Price bonus 10% discount off normal price.

Service	Emphasis
Retainer	Time based fees entitles you a range of services and preferential access-pricing with Media Assist courses during the time frame.
Media Audit	Review of your organization's media processes and readiness. Suggestions on improvements, help with implementation and tests of new systems.
Brainstorm	Facilitated session(s) to construct media attractive quotes-answers-information that suit your goals. Help with adding words and imagery to enhance material.
Business Media	Planning-Strategy support for business reporting. ASX announcements etc.
Annual Reports	Designed, formatted and produced by an award winning team with major corporations as regular clients.
Internet	Virtual media room design, image library hosting, website design and hosting etc
Video Unit	Corporate Videos-Video News Releases- Internal-Presentations produced.

- Prices are all ex-GST
- Settlement within 7 days (Cheque/Visa/Direct Deposit)
- Payment made on the day of the course attracts 5% discount on quoted/package price.
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