



News

What follows on the following page is an outline of our intensive 1/2 day News course. This session delivers knowledge and skills that equips people to handle the news media 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
Question and Answer	Q&A Interviews- radio chat, TV current affairs, lifestyle, print feature articles.	1/2 Day
Media	Combination- News & Question and Answer	3/4-1 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
 Fax 03 9673 8188
 Email enquiries@mediaassist.com.au

News

Duration

3-4 Hours (*depending on group size*)

Summary

News, one of the 2 major information media products, is the most misunderstood and artificial form of communication. **Nothing is as it seems!**

Many think handling news is simply a matter of answering questions but this is often counterproductive leaving a journalist wanting and you in hot water! Conversely some others will tell you 'to just stick to your one line and say nothing else', this too can end in disaster.

Handling News in 2003 requires distinct skills, preparation and delivery if both you and the media are to have a win/win result.

This half day intensive course explodes the myths and gives an accurate snapshot behind the bulletins and banner headlines.

Participants are then made aware of how the media really fits in to their business and are given a clear new approach that empowers them to handle news.

There are a number of practice exercises that build confidence and are skills intensive. We don't rely on 'second-rate' shock tactics to get a point across.

Components:

- Clarify exactly what a news story is and where you fit in.
- Preparation techniques to achieve quotes and information that deliver strong, positive outcomes for you and are attractive to the media.
- Media Release format.
- Tactics for when things get tough.
- 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:

- Allows total focus on one of the most specialised areas of media.
- Time efficient for the person unable to commit a whole day.
- Works well as a partner course for the Q&A course allowing time flexibility for those who can't commit a whole day but need both skill sets.
- **Equips participants to be 'news ready'.**

Packages

Total Cover

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

- Price bonus 10% discount on listed price of the sessions.

Special Offers

Early payment discount.

- 5% discount of quoted price if account is settled before or on the day of the course.

Follow-Up Discount

Taking Talkback; Dress Rehearsal; Media Conference; Live to Camera
Brainstorm sessions booked within 2 weeks of initial News/Q&A/Media course.

- Price bonus 10% discount off normal price.

Media Assist Services

Service	Emphasis
Retainer	A time-based fee 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.

- Settlement within 7 days (Cheque/Visa/Direct Deposit)
- 25% Cancellation Fee applies if course is cancelled within 48 hours of scheduled start time.
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