



GROUP
emc

INTRODUCING THE MEDIA

**essential understanding and demystification of
traditional media fundamentals**

What makes the media tick?

What and How do journalists think?

**What exactly are journalists looking for
if and when they contact us?**

**Why do negative stories make the news
more often than positive news and how
can I get positive news into the media?**

**How do I construct a Press Release and
who do I send it to?**

**How can I engage with the media so
that we both get what we want?**

**How can I lead the media rather than
having the media lead me?**

**How do I build a relationship with a
journalist?**

**How can I say something they'll actually
use rather than let them pick the bit I
don't want?**

**How do I complain if there's a problem
with my story?**

The answers to this and many other
questions are answered in this essential
awareness program.

Why GroupEMC?

*We have coached more than 5000 Australian
business leaders and public figures over the past
two decades and now you can use the same insights
to influence people to achieve your corporate
objectives.*

*Our method is the result of hands-on experience in
strategic communications and media presentation,
and taps into more than 25 years of journalism,
media and communications experience.*

This is Media 101 - an awareness program providing
participants with a solid grounding in the rules of
engagement with the media, traditional and new.

It is a fast-paced, high content program designed to give
participants instantly useable tools and understanding
to take away and instantly improve your media savvy.

Who it's for:

- Government and corporate managers/officers who need an understanding of the basics of media relations
- Small/Medium Enterprise owners and managers

What you'll learn:

- What news is and what makes news
- How the Australian media behaves and why
- How to professionally and credibly engage with the media
- Standard interview structures - short/doorstop interviews, long-form interviews, press conferences, talkback radio and other Q&A formats
- How to work with journalists and news editors

How you'll learn:

- ½ day workshop (may also be delivered to an executive or other team as a 1 day program or to a Board as a tailored Boardroom lunch or breakfast presentation)
- contextual material coverage
- explanation and provision of specific tools and techniques

What you'll take away:

Each participant receives a comprehensive suite of
customised handouts and template tools that immediately
equip them to generate successful Media capability.

For bookings and enquiries:

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