



## WORKSHOP OVERVIEW

### *Strategically Targeting Media* – *How to Plan, Package and Pitch your Story*

Generating media coverage for your story involves more than just writing an impactful media release (although it's a great start). Dealing effectively with the media requires an understanding of how the media works, what information journalists, news directors, producers and editors may find interesting and useful, and how and when to 'pitch' or present your story to best effect.

Developed due to popular demand, this one-day workshop provides valuable insights and guidelines on the art of strategically targeting media and is limited in size to ensure personal attention. The emphasis is on ensuring you quickly learn the fundamentals of planning, packaging and pitching your story to the media in a stimulating, interactive atmosphere that encourages participant interaction and group discussion. The workshop includes practical exercises and features relevant examples and real-world case studies, not just theory.

#### **KEY ASPECTS COVERED IN THE MEDIA STRATEGY WORKSHOP:**

- Deciding which media sectors and journalists to target
- Packaging the elements of your story according to what different media want/need
- Going beyond the media release: using media kits, video/audio news releases and photographs to tell your story
- Writing an impactful 'pitch' email to suggest a story, interview, etc
- Selecting appropriate media events: media conferences, photo opportunities, stunts
- Timing your media activity: the news cycle, lead times, embargoes, exclusives, etc
- Identifying and making the most of proactive and reactive media opportunities
- Communicating effectively with media – the do's and don'ts

Please note that this workshop does not cover media release writing, which is the subject of our separate yet related workshop: *Writing Effective Media Releases that Generate Coverage*.

#### **WHO SHOULD ATTEND?**

The *Strategically Targeting Media* workshop is suitable for anyone who wants to learn how to deal more effectively with the media, from **public relations** and **media relations personnel**, to **marketing executives** and **businesspeople** who want to undertake their own publicity. It's also **great as a refresher** if it's been a while since you have communicated with the media or need some new ideas and inspiration!

#### **SYDNEY OPEN WORKSHOP DATES FOR 2008:**

- Thursday 6 March
- Thursday 5 June
- Thursday 11 September
- Thursday 27 November

## COMMENTS FROM PREVIOUS PARTICIPANTS:

“Very interesting and practical. I learnt more today about PR and media strategy than I did in two semesters of third-year university. Congratulations on such a comprehensive and informative program!” *Kate Drewitt-Smith, Account Executive, Maxted Thomas PR*

“Really useful course. Great to draw on Carol’s experience as well as all the experience in the group.” *Elizabeth Lawrence, Project Officer – Media, Sydney Water*

“Well delivered, enjoyable, great information and answers to questions. Thanks!”  
*Dominique La Bouchardiere, A/Senior Corporate Affairs Adviser, Sydney Harbour Foreshore Authority*

## YOUR TRAINER:

**Carol Moore** is an award-winning public relations consultant, writer, and qualified trainer who is passionate about writing and communication. She is the principal of Sydney consultancy Moore Public Relations, a boutique agency she founded in 2000 after 12 years with large consultancies. Her media relations experience spans a wide range of sectors, from healthcare and consumer goods to government, not-for-profit and business-to-business. Carol is a Member of the Public Relations Institute of Australia and holds a degree in Business-Communication, majoring in public relations, and a Certificate IV in Workplace Training and Assessment.

The workshop is held at Kennedy Communications’ Television and Radio Training studios in Sutherland, which are 40 minutes from Sydney CBD by car or 30 minutes by train.

## YOUR INVESTMENT

**For \$495+GST per person**, you receive a full day of training (9am-5pm) and a comprehensive workbook. We also offer discounts:

- Early birds: Book and pay at least one month before the workshop for \$470+GST.
- Two media workshops: Book for *Strategically Targeting Media* AND our related workshop on *Writing Effective Media Releases* (below) for \$895+GST (\$850+GST early bird).

**RESERVE YOUR PLACE TODAY** or find out more by calling Carol Moore on 02 9560 2826 or emailing [carolmoore@moorepr.com.au](mailto:carolmoore@moorepr.com.au).

## RELATED WORKSHOPS:

For those interested in learning how to write impactful media releases (or would like a refresher), we offer a separate yet related one-day course that runs two weeks before each workshop on Strategically Targeting Media:

***Writing Effective Media Releases that Generate Coverage*** covers all the basics of how to produce effective media releases, including how to identify news and find the best ‘hooks’ or angles, as well as content, structure and style. The interactive workshop also includes practical writing exercises and individual feedback during and after the session.

Our other workshops (open groups, in-house or private coaching) include:

*Preparing a PR/Communication Plan, Effective Business Writing, Media Interview Training, Speech Writing, Presentation Training and Crisis Management.*