

Media Training



I've felt much more comfortable fronting the media since undertaking media training with Fishbowl PR. The training helped me clarify what I needed to get across and to stay on topic. In addition, Birgit's understanding of the media operating in this region was invaluable and the training is available for a fraction of city prices.

Ken Gaudion - Chair Water Security, Wangaratta Community Committee

1. Introduction to the Media

The media is a powerful force in today's society because of its ability to influence opinions. Your team needs to understand the media landscape and communicate effectively to ensure your stories are told on your terms.

What you will learn:

- How the media operates.
- What journalists are looking for.
- How to build your media relationships.
- How to write a media release.

As a participant, you will develop an appreciation of the pressures journalists face and how, in that context, you can present your own message to greatest advantage.

Book now to ensure you are media ready.

Investment: \$330 + GST per person, minimum of 6 people.

Time: 4 hours

2. Media Skills Builder

Dealing with the media can be daunting for some. Practise builds skills and confidence. In this program we teach you the skills required to successfully attract media interest in your story, prepare for an interview and maximise the results.

What you will learn:

- How to refine your media release writing skills.
- How to prepare for a media interview.
- Be interviewed in front of a camera.

At this workshop you will work through each stage of the process, from preparing the media release through to the debrief after your first media interview.

Learn what to expect from the media in a supported environment.

Investment: \$410 + GST per person, minimum 6 people.

Time: 5 hours

3. Advanced Media Training

You have only one chance to make a first impression in today's 24/7 media cycle.

In this workshop you will develop and simulate likely lines of media questioning and receive tips to help you make the most of media opportunities. You will also learn from watching replays of yourself on the big screen... And have some fun.

What you will learn:

- This workshop is focused on how to get your message across in a media interview.
- We use filmed interviews and provide feedback to participants.
- Participants receive a video of their interviews for future reference.

Investment: \$475 + GST per person, minimum of 6 people.

Time: 6 hours

4. Media Skills 1, 2, 3 Value Pack

Book sessions 1, 2 and 3 over a series of three or more weeks.

Investment: \$1150 + GST per person, minimum of 6 people.

5. Professional Media Training & Mentoring

Personalised training and mentoring can be used to:

- Prepare for a media interaction,
- Practise skills already learned to become a more effective media spokesperson,
- Seek feedback after an interview, and
- Support you in your media skills development.

This service is available around the clock.

Price on request.

Who should attend?

If you have a role that involves dealing with the media, then media training is for you - team leaders, communications staff, managers, directors and CEOs. Your level of experience will help you choose the most appropriate starting program, or book the whole series through the Media Skills 1,2,3 Value Pack.

About Birgit Schonafinger

Birgit's first job was as a journalist on a country newspaper and later she worked as a sub editor. She understands how a newsroom ticks; the demands and the news cycle. Most importantly for her clients, Birgit knows what makes a story stand out from the crowd.

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