



THE MEDIA ANGLE

### **MEDIA TRAINING, SO YOU DELIVER YOUR MESSAGE.**

Whether you are seeking to leverage media opportunities, be better prepared to respond to the media or want to sharpen your presentation skills, The Media Angle can help.

The Media Angle Managing Director, Maura Angle, has formal and nationally recognised training qualifications and more than 20 years media experience.

A Walkley Award winning journalist (as part of Stateline team for coverage of Suburban or regional Affairs 1998) , former chief-of-staff and producer with ABC TV, Maura has worked in newsrooms across Australia and overseas. Her media knowledge and training skills mean you can quickly learn how the media operates, how to work with the media and how to develop and deliver your message.

The Media Angle is a qualified Certificate IV training and assessment provider. Training is available for small groups and tailored one-on-one instruction. Half and full day training as well as shorter mentoring sessions are available. We can also tailor a course just for you.

### **Certificate IV Training and Assessment**

**Professional camera operator, audio and  
equipment available**

**Media guide and DVD for review and reference**

**Maura Angle**

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**[www.mediaangle.com.au](http://www.mediaangle.com.au)**



## PACKAGES

**FACING THE MEDIA – 1 day (comprehensive course, understanding the basics and how to deliver your message).**

- Understanding the media, what they want and how to make the most of media opportunities in print, on-line, on radio, TV and social media.
- Your message and how to deliver it.
- Legal issues.
- Grooming and presentation.
- Practice Practice Practice – preparing for interviews .

**THE MESSAGE - ½ day (for people with some media experience and good knowledge of how the media works).**

- How to decide what you want to say and how to deliver it.
- Legal issues.
- Grooming and presentation.
- Practice Practice Practice – preparing for interviews.

**EVENT PREP – ½ day (for someone preparing for a specific launch or interview).**

- Knowing your topic
- Your message, how to deliver it and how to keep it interesting.
- Grooming and presentation.
- Practice Practice Practice – preparing for interviews and press conferences.

**AMBUSH AND IMPROMPTU INTERVIEWS – ½ day (for those who need to be prepared at all times).**

- Predicting when they might happen.
- Preparing an action plan for impromptu interview.
- Your message and how to deliver it.
- Legal issues.
- Grooming and body language advice.
- Practice Practice Practice – rehearsing possible ambush scenarios.

**FRESHEN UP – 1 day or 1/2 depending on how many (refresher for those who have had media training before).**

- The differences between print, online, radio, TV and social media.
- Doing your research.
- Your message and how to deliver it.
- Practice Practice Practice – Print, radio and TV interviews.

**ADVANCED – Individual and tailored packages for one on one interview coaching**

