

Media Relations and Community Engagement

Deliver powerful verbal and written messages

About the Workshop

Peak's virtual Media Relations and Community Engagement workshop has been developed for Council's Media and Communications teams and Media Advisors, with a focus on how to manage the media, attract coverage and write memorable speeches.

This program has been developed by, and will be presented by senior journalist, media and communications expert Kim Skubris who has over 28 years' international journalism experience.

Virtual Workshop Topics

- How to write powerful messages which will attract media attention
- How to write a media release/media alert/media info sheet
- Critical factors to consider when attracting media attention and coverage of your story: location/signage/lighting/background/sound
- What are journalists looking for?
- Who to contact to attract media coverage
- How to write an inspiring speech
- When should you pitch a story to media? How do you pitch it?
- What is a VNR? Do you need one? (Video News Release)
- How to prep your 'talent' or interviewee for a media interview
- What do you do with media when a good news story breaks in your region?

Course Topics (continued)

- What do you do with media when a crisis erupts in your region?
- What to consider with crisis communications – what is your plan?

Course Details

Delivery: Virtual Workshop

Time: 3 hour

Class Size: 15 max

Cost: On request

About the Trainer

Broadcast journalist Kim Skubris presents this engaging and interactive workshop. With over 25 years of local and international broadcasting expertise, Kim brings a wealth of media knowledge and experience to her professional, fun, informative and challenging workshops to help participants gain increased confidence in telling "their story".



Kim's mantra is that she "leads from the heart" in everything she does to bring value to each participant and organisation she engages with.