MEDIA TRAINING

In as little as half a day, you can change the way your organisation appears in the public eye. Learn to tackle the probing questions, make the most of all positive opportunities and discover how to effectively control the interview.

The 'How to manage the media' workshops are individually tailored workshops which run over one day, two days or half a day.

During the workshops, participants are taken through a 'sit down' television interview, a 'stand up' television interview and a radio interview. This is the minimum amount of practical experience gained in any workshop. Of course much more exposure is given during the two-day workshops. Tips are given in how to manage the print media. All workshops can be tailored to meet your needs. If you would like emphasis on radio or print then this can easily.

Finally and very importantly, it is not our intention to humiliate participants during the workshops. We aim to challenge participants up to their level of ability thereby ensuring their confidence grows in the process. We are well aware of the importance of the confidence building process.

At the workshops the participants are guided through individual programs in a tailored way. Some participants will often require 'softer' interview training before progressing to the more aggressive interview. Other will benefit immediately with a more aggressive approach.

COST: On Application

INCLUSIONS: Certificate, camera gear, tripods, video recorders, television, workbooks, data projectors and follow-up reports.

FACILITATOR: Patrick Kennedy is a senior public affairs practitioner whose business, concentrates on media and presentation training and with his consultants devotes time to some media issues management. Pat has also written two books. ***See over page for full profile.***

COURSE OUTLINE:

- Participants cover a number of key media management points during the workshop, including:
- Controlling your interview and staying calm under pressure.
- Taking a negative issue and turning it into a positive outcome for your organisation.
- Developing the right mental approach to interviews, and using key 'ABC' points to prepare for them.
- Taking every opportunity to get your positive messages out in the media interview.
- Knowing the differences between regional and city-based media, in radio, television and print.
- Staying out of the media when a contentious issue arises.
- Preparing differently for news conferences and 'one-on-one' interviews.

Course enquiries may be directed to Training Administration on 4978 4013.

Local Government Training Institute

59 Bonville Ave Thornton NSW 2322
PO Box 137, Thornton NSW 2322
Telephone: (02) 4978 4013 Facsimile: (02) 4966 0588
Email: reception@lgti.com.au
ABN: 24 232 406 407

www.lgti.com.au

FACILITATOR PROFILE:

Patrick Kennedy is a senior public affairs practitioner whose business, Kennedy Communications, concentrates on media and presentation training and with his consultants devotes time to some media issues management. Pat has also written two books.

Councils trained by Pat include Sydney City, Liverpool, Campbelltown, Woollahra, Hurstville and Leichhardt Councils and others. Pat was also a media consultant for Sutherland Shire Council for two years where he dealt with the General Manager, Mayor and Councillors almost daily. He was also the Press Secretary for the NSW Minister for Planning for several years.

Summary of experience:

- **Press Secretary for a State Government Minister, whose portfolios included Urban Affairs and Planning, Energy, Family and Community Services, Juvenile Justice, Assistant Minister for Transport, Property Services Group and Administrative Services.**
- **Public Relations Manager of the Sydney Ambulance Service.**
- **Public Affairs Executive Director of the NSW Ambulance Service.**
- **Associate Director, Media Issues Management, NSW Health Department.**
- **Media Manager, National Parks and Wildlife Service.**

Pat's first large media issue handled was the 1984 Milperra Bikie Massacre. The most notable in his career was the Thredbo landslide disaster. A close second was the opening of the world's first medically supervised injecting centre (heroin injecting room) at Kings Cross.

Several times a year Kennedy Communications facilitates workshops, on a variety of popular topics for the Public Relations Institute of Australia, the peak professional body representing the interests of Australian public relations and communication practitioners and consultancies.

Pat has been a regular interviewee, as the public face of many government departments, on all metropolitan and regional radio networks, television news and current affairs programs. He has an in-depth working knowledge of all forms of the media, having completed thousands of radio and television interviews over a 20-year period.

Local Government Training Institute

59 Bonville Ave Thornton NSW 2322

PO Box 137, Thornton NSW 2322

Telephone: (02) 4978 4013 Facsimile: (02) 4966 0588

Email: reception@lgti.com.au

www.lgti.com.au