

## **Media 103**

### ***Liaising with the Media***

Developed for anyone who is required (as an individual or representing an organisation/government) to contact and/or interact with the Australian media.

Starting with 'the elements of a good news story', this interactive course includes liaising with the Press Gallery, understanding which journalists to work with and the appropriate times and means to contact them.

Senior journalists share their knowledge, their pet likes and dislikes, how newsrooms operate and how to play 'the media game'.

Topics include:

- What makes a good story from a newsroom perspective
- What journalists expect from public affairs officers
- Understanding how to play the 'media game'
- Building rapport with the media and the Canberra Press Gallery
- Practical workshop – Calling the Media

**To book →**

**Please fax completed form to 02 6295 7066**

