



Making the Media Work for You

By Brian Johnson

YOUR PRESENTER

- Brian Johnson is a Walkley Award-winning journalist who had planned to be the next John Laws, and whose successful career took some very interesting turns.
- As a high school student he knocked back the chance to work alongside Laurie Oakes, and maintains it was one of the smartest career choices he could have made. Brian has hired the likes of Eddie McGuire, Mark Beretta, Matthew White and has worked with Ray Martin, Robert Penfold, Rob Sitch, Jane Kennedy, Doug Mulray and many more.
- Was the Australian correspondent for KFWB Los Angeles, and was News Director at Triple M Sydney and Triple M Melbourne.
- Brian won a Gold Medal at the International Radio Festival of New York for news coverage of Sydney's Olympics bid win, edging out entries from the BBC and CNN.
- He has provided PR services to the likes of 60 Minutes, National Nine News, Money, Reuters, Murdoch Magazines, News Ltd and many others.
- Brian will provide you with invaluable insights into the media, how it ticks, and how you can make the most of it. This course will give you a 'real world' understanding of the media and practical skills you can use to generate media coverage and profile for your own needs.





WHAT YOU'LL LEARN

- The nature of the media beast
- The value of 'Anti-Spin'
- The anatomy of a truly effective media release
- Handling an interview
- Crisis management techniques
- Smarter distribution of your material
- The best ways to interact and follow-up with the media
- The Golden Rules (for staying on track)



COURSE OPTIONS

- Courses can be tailored to your time frame and your specific needs, with a minimum of disruption to your regular work.
- A standard course runs from 2hrs to half-a-day, and can be delivered at your workplace.
- As courses are tailored to your particular requirements, we'll discuss your needs – including the number of participants – and provide you with a quote.
- The aim is to provide both fresh insights into the media, and practical skills that you can use to your advantage.
- Ongoing mentoring services can be provided if required.