



Media Training Prospectus



Engaging with the media can be a powerful tool – for awareness and education, influence and advocacy – but it must be handled with care. Media training can prepare your key spokespeople to deliver your message with confidence and clarity.

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KEY TRAINING OUTCOMES:

- Gain an in-depth understanding of the media and what makes a story newsworthy.
- Build confidence with on-camera media interviews and public presentations
- Learn techniques to stay on message and remain calm when engaging with the media or the public.

Each session is tailored to the participants' needs and roles within their role/region.

TRAINING OPTIONS:

HALF DAY GROUP MEDIA TRAINING SESSION: \$3500 - covers up to 10 people.
Additional attendees \$320pp.

Modules in the half day group session may include:

- Media policy and procedure - your obligations
- Understanding the media
- Techniques to stay calm and project your voice
- Interview skills including tips to stay on message and handle challenging questions
- A session developing key messages around potential media issues
- On-camera interview practice in front of the group for a couple of the participants

FULL DAY MEDIA TRAINING: \$5500 – covers up to 10 people

The half-day group media training session above, followed by individual media coaching and on-camera interview practice. During the afternoon, key spokespeople will have one-on-one intensive interview coaching and on-camera practice sessions with Kirsty to build confidence and media performance skills, tailored to their specific role and needs.

HALF DAY INDIVIDUAL MEDIA COACHING: \$1100

- Can be split over 2 x 2-hour sessions
- Includes the content from the half day group session, with more time allocated for developing key messages and on-camera interview practice

2-HOUR INDIVIDUAL MEDIA REFRESHER SESSION: \$550

- Suitable for key spokespeople who have had prior media training and experience. An intensive refresher to hone key messages and build confidence through on camera interview practice.

1-HOUR INDIVIDUAL INTERVIEW COACHING SESSION: \$295

- For key spokespeople with prior media training and interview experience. An intensive interview preparation and on-camera interview practice session developing and delivering key messages.

*Training can be delivered face to face or online. Travel costs are additional.

WHAT IS INCLUDED?

- A consultation with the Communications Team to ensure the training delivers the organisation's desired outcomes and meets participant needs
- Professional camera equipment for "As live" interview practice
- Post-course resources to reinforce the training
- On-camera interview practice recordings if requested

Example Full Day Workshop Schedule

Session Title	Content
SESSION 1: Understanding the media	● The role of communications ● Your obligations – policies ● What journalists want ● The different needs of radio/television/magazine etc
SESSION 2: Being prepared to deal with the media	● What makes a story newsworthy? ● The importance of preparation ● Exercise: Identify key messages/issues and prepare for a mock interview
SESSION 3: Presentation and interview skills	● Techniques to stay calm and project your voice ● Body language ● How to prepare for different interview types ● Interview dos and don'ts ● Tips for staying on message and managing challenging questions from the media/public ● Exercise: On camera interview practice and review in front of group with a couple of participants.
AFTERNOON SESSIONS	One-on-one intensive coaching sessions tailored to the individual's needs and role to build confidence and capacity with media interviews. Includes on- camera interview practice. Duration 25-60 minutes per session depending on the number of participants.



ABOUT YOUR TRAINER:

Kirsty Nancarrow is a LocalBuy, Northern Territory Government, and ICN Gateway-registered training provider with more than 30 years of media industry experience. She is an award-winning former ABC journalist and senior communications professional. Clients include the Federal, Northern Territory, and Queensland Governments, Local Councils, Aboriginal Medical Services Alliance Northern Territory, Regional Development Australia Tropical North, James Cook University, Central Land Council, CASA Services, Northern Territory Electoral Commission, North Queensland and First Nations Women's Legal Services, Northern Queensland Primary Health Network, Cairns Chamber of Commerce, NPY Women's Council, Darwin Port, Territory Generation, Access Community Housing, Community Enterprise Queensland, Torres and Cape Hospital and Health Board, and Cairns Chamber of Commerce.

"Before now, I always saw media engagement as something to endure and react to, rather than an opportunity to promote our work or as an educative tool for our clients. Thank you Kirsty for making me feel more confident when dealing with the media."

- MEDIA TRAINING GRADUATE, NORTHERN TERRITORY GOVERNMENT

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