



Peak Services delivers deep expertise in the local government sector. We understand the business of councils. Challenge us.

## MEDIA RELATIONS & SPEECH WRITING – 3-hour Virtual Workshop

### SYNOPSIS

Peak’s virtual **Media Relations and Speech Writing** workshop has been developed for Council’s Media and Communications teams and Media Advisors and focuses 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.

### SHORT COURSE 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?
- 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	Our training course provides participants with an interactive session that includes group discussions, case studies, and question and answer sessions. Customisation is available and based on individual council requirements.
Delivery Mode	Peak Services delivers Virtual or Instructor-led training workshops inhouse at your venue.
Fees and Inclusions	Please contact Peak Services for course fees or a proposal for on-site/in-house training.

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**REGISTER NOW  
P 07 3000 2148  
E [training@wearepeak.com.au](mailto:training@wearepeak.com.au)**



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