

MEDIA & COMMUNICATIONS WORKSHOP

THE WORKSHOP WILL COVER:

- **How the media works** - what makes a story and some specific tools to prepare you for print, TV and radio interviews.
- **What journalists want** - the basics of media relations and preparing information for the media: media releases; editorial; backgrounders; images, etc
- **How to develop and communicate effective messaging** - to reflect the key issues of who/what you represent (personal/organisational)
- **Social Media** - what platforms are out there and how to use them to your advantage and avoid costly mistakes

PRESENTED BY



DATE: Sunday, April 12

TIME: 9:00 am – 3:30pm

VENUE: AIS, Canberra

WHO: Female Cross Country Ski athletes, coaches, officials, administrators & supporting mums

RSVP: Friday, March 20 2015
www.surveymonkey.com/s/SSAXC

MORE INFO: Michelle Armstrong
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COST: FREE (lunch provided)

Female cross country ski athletes, coaches, officials, administrators & supporting mums... We need your help to 'talk up' XC skiing... raise our media profile and get more people & sponsors on skinny skis!

Come along to **The Media & Communications Skills Workshop**, organised by the Ski & Snowboard Australia, National Cross Country Committee and funded by the Australian Sports Commission's Women Leaders in Sport Program

Sports Media Communications specialist, **Alice Wheeler**, is the guest speaker and other presenters include, James Bennett (ABC Reporter) & Michelle Armstrong (Communications Consultant). Specifically tailored to meet the needs of the XC Ski community, this dynamic and interactive Workshop will give participants the skills and confidence to maximise media opportunities, deliver media interviews and help build the XC skiing brand as a 'healthy sport for life with multiple pathways for athletes, coaches, officials and recreational skiers'.

Whether you are a national team athlete looking to share the media spotlight with other elite sportspeople or a race organiser; club official, school ski team wanting some local media coverage, there will be plenty to take home!

