

*“This workshop is a MUST for anyone who has or wants any connections with the media; from TV to press and radio and different social media platforms, this information-packed day covered it all. Thank you Grab Me Media for a fantastic workshop.”*

Angela Coulombe, Communications Manager for Institutional Advancement, The University of New England.

## Workshop Cost.....

**\$875 for up to 5 people**  
(Additional people at \$99 pp up to a max of 10)

## How to host.....

To arrange a workshop, please email us at:

[gary@grabmemedia.com](mailto:gary@grabmemedia.com)

We will contact you to make all the needed arrangement.

Payment for the workshop occurs once a date has been selected. We will send you an invoice. The date is then fixed and can not be changed.

## Questions?

Contact Gary  
(207) 693-8501 or  
[gary@grabmemedia.com](mailto:gary@grabmemedia.com)

## Who is Grab Me Media?



**Gary Lewis** - Gary has 20 years of working with the print and electronic media both for non-profit and government organizations. Developer of dozens of teaching resources, blogger and social media expert, Gary has been successful in getting his 'message' in print and electronic media. He has run weekly radio science-spots and appeared as a science presenter on childrens TV in Australia.

**William (Bill) Blood** - Bill was the Station Engineer and Production Manager for the Community Television Network (Channel 2 & 5) and owner of Frame One Productions and has worked in the field of television and film for nearly 25 years. Bill has produced, directed and shot many award winning documentaries receiving to his credit several regional and national awards including Visions Award, Telly Award, Communicator Award and the Northeast Video Film Award.



# How to Get Your Message Heard in the Media

One-day intensive media training workshop in your facility



**Invite us to run a workshop at your organization**





Working with the media can be intimidating. But if you learn how to do it well, the payoff for your group or business could be huge. Knowing how to get your message across to the wider community through the media involves a skill set that you will use over and over again as a senior leader in your field.

**This special workshop will give you and your staff first-hand experience of working with the media.**

From creating your message through to performing in a TV interview, this workshop covers the basic skills you will need to greatly increase your media impact.



This is a one-day workshop and sessions are held in a meeting room on your site

**Save a bundle by enrolling up to 10 people.**

The workshop provides you with first-hand experience to hone your interview techniques. You will have a small assignment to do prior to the course, then all you need to bring is a pen and your willingness to be stretched beyond your media comfort zone.

Expect to be interviewed.

Expect to learn.

Expect to be enlightened.



***This course is interactive. You provide us with a message you'd like to get out, and we'll help you practice that message in front of a real journalist.***

Topics covered in this workshop include:

- What makes a good news story: How journalists choose which stories to cover.
- Making a media release stand out.
- Print, Radio, TV or Social media - an outlet for each occasion.
- TV - Know where to look. Know what to wear.
- Media encounters - making the most of the situation (hands-on interview)

**Our special guest journalist for these workshops is Sharon Rose Vaznis, WCSH6 & WLBZ2 Morning News Anchor**

