

# Hey, I'm Over Here!

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Generate your own publicity using the media

Developed and delivered by **Janette Young media and communications**

*"The people will believe what the media tells them they believe" - George Orwell*

## Duration:

Three-hour workshop.

## Format / program structure:

Highly interactive, with templates provided to participants on which to work and take away.

## Program Overview:

Yes, the people will believe what the media tells them to believe, but how do you get your own message out there?

No matter how worthy, how valuable, how relevant your organisation or event may be, try getting it out through the media and you'll meet that famous brick wall.

Little wonder so many will agree with the quotation: "Media: 99.99% of what happens is not on the news."

The question is, how DO you get YOUR information into that 1% that makes it? More importantly, how do you ensure it happens when YOU want it rather than when the media comes calling?

This workshop provides you with the insights into how to break through that brick wall and get free publicity that is better than any paid advertising.

## About the presenter:

Janette Young has more than 30 years' experience in media and strategic communications, and a network spanning Australia and the UK.

She has worked with The Times in London, on Fleet Street for the Press Association, and was Assistant Editor with News Limited for more than seven years, playing integral roles in the relaunch of The Courier-Mail in Brisbane and The Sunday Times in Perth.

Janette has been a Business Editor with both News Limited and APN News & Media, and in 2009 was a finalist in the Queensland Media Awards for Best Business Report. She is a member of the Queensland Government's Mentoring for Growth program for business.

She is a qualified trainer, member of the National Speakers Association of Australia and in the past two years achieved for just one of her clients more than \$300,000 worth of free publicity. Janette has worked with all levels of business, Government and not-for-profit organisations since 2002.

Topics covered	
Defining your core purpose re media.	Inside social media.
Identifying your audiences re media.	Developing a media strategy.
Identifying your core and secondary messages.	Media management tools.
Inside the news room - TV / radio / print.	Measuring your success.

## Who should attend:

Anyone who want to know how to get the most out of media.