

towermedia

UNDERSTAND THE MEDIA WITH OUR **FREE** WORKSHOP



Our Media Awareness Workshop is designed to introduce you to the way the media *really* works.

It is useful for organisations with a traditional "no comment" approach to the media.

WHAT WE COVER:

The media landscape in Wales

Top ten media myths

Why some stories get covered (and others don't)

The dos and don'ts of dealing with journalists

Media interview disasters and how to avoid them

Top tips everybody can learn from the best media performers

Why social media matters and what you can do with it

Dates available in August and September... contact us now to book your **FREE** workshop!

"A great experience provided by great professionals"

"Entertaining and informative"

"A terrific introduction to the real world of the media"

Penny Roberts and Tony O'Shaughnessy worked as journalists for the BBC on programmes including *Wales Today*, *Week In Week Out* and *Crimewatch*.

They now run Tower Media - an independent media training and content company based in South Wales.

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