font
public relations

# Media Training for Managers and Professionals

Specialised on-camera media training giving you the confidence to effectively convey messages to the media

## Introduction

Font Public Relations has run its Media Training for Professionals and Managers successfully for many years, training hundreds of Tasmanian corporate and community leaders.

Media training with Font Public Relations will provide you with the tools to better understand how the media works and how to manage media communications.

Font Public Relations media training gives you the opportunity to experience first hand, a real-world media interview in front of a professional TV camera operator, then review that interview and receive expert feedback.

Font Public Relations media training is ideal for people who may be called upon to front the media as well as for those who need to provide support, advice or back-up at times of media interest.

Media training with Font Public Relations will remove the concerns you have about media interviews and show you how professional people communicate effectively.

## About us

Font Public Relations is a medium sized, specialist consultancy dedicated to strategic communications. Our clients receive experienced, skilled advice and counsel and take comfort in the knowledge that their reputation is being protected and enhanced. Our approach to communications planning elevates substance and credibility over quick fixes. We ensure that those audiences that matter, know and understand our clients.

Our capabilities include:

- issues and crisis management
- government relations and lobbying
- strategic communications planning and advice
- media relations, publicity and media training
- public information campaigns and community relations
- launches, event management and sponsor relations
- publications (annual reports, product brochures, newsletters).

## The trainer

With over ten years experience as a journalist and media adviser, Becher Townshend is now a leading issues and crisis management consultant in Tasmania and managing director of Font Public Relations.

Formerly the chief political reporter and commentator with *The Advocate* newspaper and prior to that, state political reporter for Southern Cross Television, Becher has extensive experience in print and electronic media.

Becher has delivered media training to managers and professionals for eight years. He has won awards for journalism excellence in areas of business and tourism and received a Tasmanian gold award in Marketing Communications in the PRIA State Awards for Excellence.

His background as senior journalist and experienced public relations professional, coupled with an ability to interpret matters of interest from the journalist's point-of-view makes Becher an ideal media trainer.

Roxburgh House, 162 Elizabeth Street, Hobart Tas 7000
**p** (03) 6223 3333 **f** (03) 6231 6055 **e** ideas@fontpr.com.au **w** fontpr.com.au **abn** 39 129 451 716