



nsw Federation of
Housing Associations inc

Federation Bulletin



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Media and communications training on the way

“Effectively presenting your organisation and our sector to the media”

Following a request from many members and with support from Housing NSW, the Federation will begin a series of media liaison training seminars in June and July.

The first seminar will be held on **27 June from 8.30am-5.00pm** and on **28 June from 8.30am-1.00pm**. The second course will be available on 21 July and 22 July, at the same times. The course has been customised for housing providers and although it is particularly relevant to CEO's - managers and communications officers will also find it extremely valuable.

It will cover media liaison in small, medium and large markets and all forms of media. Gain an understanding of what reporters want and how you can work with them; to grow the profile of your association.

The training will be presented by Federation Media and Communications Liaison Officer Glenn Roach who has extensive experience in media and public affairs.

Topics will include:

- Building a communications plan
- Who are our target audiences?
- Staying on key messages
- What is news?
- What is media liaison?
- The media list
- Writing and placing media releases
- What we want and what the media want
- Issues management
- Simulated interview training

The seminars will skill participants in all aspects of media and communications using examples, exercises and inter-action between participants.

Bookings are strictly limited, but at this stage we would appreciate an expression of interest as to who you would like to attend from your organisation.

The first two seminars will be held at the Federation.

For more information or a request for a registration please email Glenn Roach on GlennR@communityhousing.org.au or tel. (02) 9281 7603 ext 219.

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