

# ESSENTIAL

Package

*Use your expertise to become a recognised face and voice in your industry.*

*Expand your personal brand, profile and business brand by becoming a go-to spokesperson in the media.*



**MEDIA  
STABLE**





Individuals who appear regularly in the media and give their expert commentary on unfolding events and news increase their media footprint, become more recognisable in their field and are more visible to prospective clients.



**NIC HAYES**

Managing Director, Media Stable

## Why build your profile?

Whether you're looking to further your career opportunities, establish a foothold in your niche or expand your business, building your individual profile through media appearances can increase your search engine visibility, industry credibility and all-round brand value.

### How we build your individual profile

While traditional PR agencies work with brands and companies to build profiles, we have always put the individual expert, their knowledge and stories at the centre of any media and communications.

We believe every industry expert has stories to tell and messages that deserve to be heard. Whenever we pitch you and your stories to media, your Media Stable profile accompanies the pitch, putting your credentials and expertise front and centre.

In the end, increased media visibility cements an expert's position as an authority on a topic amongst media, potential clients and professional peers.

### What we do to build your profile

- We work with members to clarify their vision and personal goals for their brand and profile.
- We uncover your point of difference from other market competitors.
- Through monthly meetings, we workshop story and content ideas that positively position experts.
- Our Media Engagement Managers work with members to continuously create content that results in media traction across radio, tv, print and digital.
- Members are guided on how to best leverage their media appearances to further amplify their presence and recognition.

## What our Essential members say...

*"Since joining Media Stable in 2021, I have found their support invaluable and critical to my success with all forms of media. As a Media Stable media expert, the profile of Day Hospitals Australia has been enhanced and our reach expanded."* **Jane Griffiths, CEO, Day Hospitals Australia**

*"Media Stable has been an invaluable support to our communications team. Their personal relationships within the media have helped build our profile in the not-for-profit space, advocate on behalf of the sector, and increase our overall media presence."* **Holly Hazel, Marketing & Communications Manager, Volunteering WA**

*"Media Stable has been invaluable in helping me connect, navigate, and participate in the fast-changing media landscape. The Media Board is a powerful way to reach media and sharpen one's expertise."* **Dr Tanveer Ahmed, Psychiatrist and Social Commentator.**







Today, more than ever, media is under constant pressure to deliver compelling and relatable content to a 24-hour news cycle. Become a credible voice in today's most important media conversations.



**JOHN SOLVANDER**

Director of Media Engagement, Media Stable

Our Essential package is the go-to Media Stable service. You will receive media and communications guidance and public relations support from one of our Media Engagement Managers.

This package works perfectly for individual experts, marketing teams, small businesses and corporates.

**Investment**  
**\$17,600 per annum**

### **What the media says...**

*"Media Stable is masterful at sourcing Australia's most trusted industry experts, and in sharing the types of compelling, fascinating stories that we all want to hear."* **Kristy Mayr, Producer/Reporter, 7 News**

*Media Stable stands out with their unmatched experience and dedication. Their focus on journalism, news, and seamlessly connecting talent to the right platforms is exceptional. Our program regularly works with them, and we highly recommend reaching out. I can't recommend them highly enough!* **James Szabo, Senior Producer, 3AW Mornings with Tom Elliott**

*"Media Stable give media and experts a chance to connect and uncover new voices, fresh talent and exciting story opportunities. The wealth of knowledge and experience is invaluable."* **Anna Corda, Supervising Producer – Entertainment & Morning Television, Nine Network**

### **Essential membership inclusions:**

- 12-month Media Stable membership, with assistance writing your Media Stable profile.
- Pitching stories and story ideas to media via the Media Board (sent to over 600 subscribed media, five times a week).
- Monthly half-hour mentoring sessions with your Media Engagement Manager which includes media advisory and strategy, guidance on Australian media, brainstorming story ideas, drafting content, headline crafting, content editing and assistance, advice and tips, copywriting and ghost-writing pitches, and opinion editorial pieces.
- Collaborative content creation.
- Direct pitching of you and your story ideas, opinion pieces, editorial and pitches to target media.
- We liaise with producers, journalists, editors and chiefs of staff to organise interviews, filming, case studies and photography.
- Interview preparation, coaching and review.
- Real-time newsworthy prompting - Alerting you to news of the day/week that relates to your industry and expertise and assistance to develop content ideas based on the news.
- Preferential presentation of your expertise to target media.
- One complimentary ticket to a #MeetTheMedia event per year.

