

# PRO

package

*Our Pro membership provides you with tailored media support and management of your communications plan.*



**MEDIA**  
**STABLE**





The brand currency that every business is looking for today is the opportunity to tell their story well and share it widely.



**NIC HAYES**

Managing Director, Media Stable

## Pro package

In a modern media world, communications strategies are continually evolving to keep up with audience behaviour, commercial realities, and technology. It is difficult for anyone outside of communications to keep up with the changing media landscape. Media Stable's Pro service is designed to provide brands and individuals with tailored support from our experienced team.

With a Pro package, you will be assigned a Media Engagement Manager - a media professional/journalist who will be available to you for 20 hours each month. They will work closely with you and your team to get a full understanding of your operations, management, structure and media goals. Working collaboratively, they will develop a media strategy, identifying which stories to tell, create content and achieve results.

### The Pro package will raise your brand's media profile.

The benefits of having an experienced journalist assigned to your business allows you to control the narrative around your brand. Your Media Engagement Manager will help you craft opinion pieces, educational/instructional articles and targeted TV and radio pitches, and they will provide pre and post interview coaching and feedback. Crisis communications advice is available to your team, should you require it.

Media Stable's Pro service is a significant advancement on the Essential and Lite packages.

Our Pro membership provides you with tailored media support and management of your communications plan and can be utilised as an adjunct service to your communications team or act as a standalone media resource.

## Some of our Pro brands

amazon.com.au



Pharmacy 777



## What our Pro members say...

*"Media Stable are more than a PR agency, they are our media partner who truly understands the power of communication, I'm proud to have worked with the team since 2014."* **Dan Jovevski, CEO of WeMoney**

*"Media Stable are experts in the earned media space; with a keen nose for the news agenda and strong relationships with journalists and editors, which deliver results. They are a trusted advisor to HIF as we continue developing our thought leadership agenda in the Private Health space."* **Alana Mroz - Head of Media, Advocacy and Customer Communications, HIF.**





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



**JOHN SOLVANDER**

Director of Media Engagement, Media Stable

Your Pro package will have your Media Engagement Manager monitoring the news of the day and week, and identifying those stories that relate to your industry and expertise. They will then develop content ideas based on the news and draft pitches accordingly for your approval prior to pitching.

Our Pro membership is a 12-month contract with an option to extend.

**Investment starting from  
\$45,000 plus GST per annum**



### **The Pro service is tailored to your needs and includes:**

- Your assigned Media Engagement Manager/s will be available to you and your business 20 hours per month (adjustable pending client requirements).
- Fortnightly, collaborative content creation meetings focused on media advisory and strategy, guidance on Australian media, brainstorming story ideas, drafting content, headline crafting, content editing and assistance, advice and tips.
- Key objectives and actions identified in each meeting and actioned by your Media Engagement team.
- Strategic planning and media goal and target setting, matching content ideas with media outlet targets.
- We write your content - story pitches, Media Board pitches, all external communications and content including long form opinion editorials, and all required internal communications.
- Pitching stories and story ideas to media via the Media Board (sent to over 600 subscribed media five times a week).
- Targeted media introductions and direct pitches.
- Interview preparation, coaching and performance review.
- On-call crisis communication support - based on Media Stable's extensive media and comms experience, our team can provide general advice and suggest a course of action for most issues that you and your business will confront.
- We liaise with producers, journalists, editors, and chiefs of staff to organise interviews, filming, case studies and photography - all the assets you will need to make your story a must-have.
- Complimentary #MeetTheMedia tickets - Media Stable's premier media introduction and education event.
- News monitoring to identifying stories that relate to your industry and expertise, reactive content ideas based on the news and drafting of pitches for your approval prior to pitching.
- Bespoke media events including planning, execution and on-day coordination.