

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**





Offering expert commentary in the media is a powerful way to demonstrate authority in your chosen field, and increasingly, these types of earned media appearances are vital to maintaining online visibility in the age of A.I.



NIC HAYES

Managing Director, Media Stable

Why it's important to have earned media in your communications strategy

Building your professional profile through earned media gives you the opportunity to educate and inform, gain leadership and industry credibility, increase your searchability via GEO (LLM's) and SEO, and build brand awareness.

Increased media visibility cements an expert's position as an industry authority amongst media, potential clients, and professional peers.

How we achieve this

- We only submit good stories, accompanied by good assets (spokespeople/statistics).
- We ensure the story is timely, relevant and newsworthy.
- Our extensive national media relationships, mean we know the journalists to pitch to, and we know exactly how they want it pitched.

Part of our service

- We establish your authority and credibility within your sector through informed commentary and opinion in target media outlets.
- We engage with the media to get your stories told.
- Our Media Engagement Managers work with members to continuously create proactive and reactive content which 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 our media engagement team.

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

Investment
\$19,800 per annum
(GST inclusive)

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 Cordaiy, 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.

