



## MASTERCLASS SERIES

# MEDIA AND REPUTATION MANAGEMENT

“THERE’S A REPORTER AT RECEPTION ...WHAT DO WE DO?”

📅 9 September 2009

🕒 8:30am for 9:00am – 5:00pm

🏢 AIS Conference Centre  
Level 12, 99 York Street, Sydney

🚗 Commercial parking only.  
Close to Town Hall Station.

👤 Principals and those in  
AIS member schools with  
responsibility for dealing with the  
media

💰 \$450  
*Cancellation should be in writing by  
the closing date to enable refund.  
Your registration will be confirmed by  
fax after closing date*

📅 **Closing Date: 26 August 2009**

This one day Masterclass will equip school leaders to deal confidently with the media when critical incidents occur or when the school wants to communicate a view to the broader community.

The day will cover:

- introductory theory
- how the media works
- what motivates journalists
- what makes a good story
- how you can manage your media presence
- key message development
- interview techniques

Each participant will undertake a mock interview about a positive story they would like to see in the media. Interviews will be assessed and positive commentary provided.

In addition, the group will develop the full communications for a crisis management scenario - including strategy, media release, nomination of spokesperson, and other school communications. This session includes presentation and analysis of crisis communications.

**Tracey Cain** is the Managing Director of Australian Public Affairs – one of the country’s leading issues and reputation management firms.

Tracey has over 20 years of Australian and international media experience, in a variety of journalist, corporate and political advisory roles.

She worked as a radio journalist in both the NSW and Federal Parliamentary Press Galleries, as a Ministerial media adviser in Australia, and also in the White House during the 1996 Presidential Elections. She has worked in-house as a Director of Communications and Media for a leading Australian corporate.

Tracey has particular expertise in non-government schools – having worked as a media advisor to a NSW Education Minister, and as a consultant she has provided advice to more than 200 individual schools and schools associations around the country.

Tracey is a Director of The Winston Churchill Memorial Trust, an International Editorial Board Member of the Journal of Public Affairs, and holds Bachelor of Laws and Master of Public Affairs degrees. She is an experienced trainer and a regular speaker at conferences.



Independent Schools  
Leadership Centre





**MASTERCLASS SERIES**  
**REGISTRATION/TAX INVOICE**

ABN 96 003 509 073

**PLEASE:**

1. Complete this form and either fax it to Cecilia Waites on (02) 9290 2274 or **email** at [courses@aisnsw.edu.au](mailto:courses@aisnsw.edu.au) asap **and**
2. Send this form, with a school cheque, to: The Association of Independent Schools, Level 12, 99 York St, Sydney 2000

**Please print clearly**

**SCHOOL DATA**

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

Ph: \_\_\_\_\_ Fax: \_\_\_\_\_

**COURSE DATA**

Course name: \_\_\_\_\_

Date/s of course \_\_\_\_\_

Course cost: \_\_\_\_\_

(all advertised course costs include GST)

Date submitted: \_\_\_\_\_

**APPLICANT DATA**

1: Surname \_\_\_\_\_ First name: \_\_\_\_\_

Role in School: \_\_\_\_\_ Email: \_\_\_\_\_

2: Surname \_\_\_\_\_ First name: \_\_\_\_\_

Role in School: \_\_\_\_\_ Email: \_\_\_\_\_

3: Surname \_\_\_\_\_ First name: \_\_\_\_\_

Role in School: \_\_\_\_\_ Email: \_\_\_\_\_

4: Surname \_\_\_\_\_ First name: \_\_\_\_\_

Role in School: \_\_\_\_\_ Email: \_\_\_\_\_

If there are more than 4 applicants for this course please attach additional names to this sheet

Enclosed cheque for \$ \_\_\_\_\_ made payable to: **The Association of Independent Schools**