

MEDIABOOTCAMP



Media Bootcamp: EXPRESS Workbook

Media Bootcamp: EXPRESS

Welcome to Media Bootcamp: EXPRESS!	1
LESSON 1: What does the media consider a story?	
With Ginger Gorman	2
Activity 1.4.1: News values and some definitions	2
Activity 1.4.2: Determining newsworthiness	3
LESSON 2: What goes into your media kit?	
With Sue White	5
Activity 3.2: What is a media kit and do you need one?	5
LESSON 3: How to choose the right outfit for TV	
With Ginger Gorman	6
Activity 5.6: Choose the right outfit	6
What's next?	8

Welcome

We hope you enjoy these free lessons, direct from the actual Media Bootcamp online course.

We wanted to give you a taste of our best work, and a chance to learn from us for free while you get to know us.

If you find this useful, there are 4.5 hours of content like it in the full Media Bootcamp course. Just follow the links wherever you found Media Bootcamp: EXPRESS, or reach us via www.mediabootcamp.com.au

Remember, Media Bootcamp online runs 24/7, 365 days a year. You can start whenever you like, work at your own pace, and return to listen to our tips and advice again and again.

Happy listening!

Sue and Ginger

Media Bootcamp Australia

What does the media consider a story?

Activity 1.4.1: News values and some definitions

Listen to the audio and fill in the definitions for each news value using the table below.

News values - Definitions

Type of news value	Definition in your own words
News Value 1: Impact or broad appeal	
News Value 2: Timeliness or immediacy	
News Value 3: Prominence	
News Value 4: Proximity/closeness to home	
News Value 5: Conflict	
News Value 6: Bizarre or out-of-the-ordinary	
News Value 7: Currency or flavour of the month	

News value “shortcuts” (a quick way of checking what a story aims to achieve)

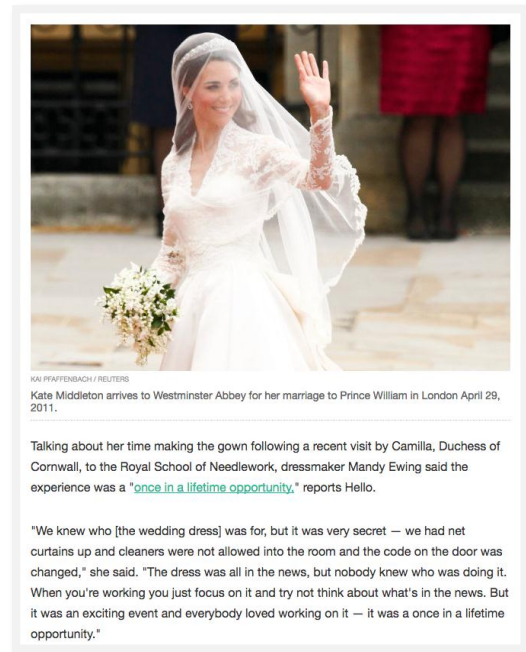
Type of story	Definition in your own words
“Head” stories	
“Heart” stories	
“Hip pocket” stories	

Activity 1.4.2: Determining newsworthiness

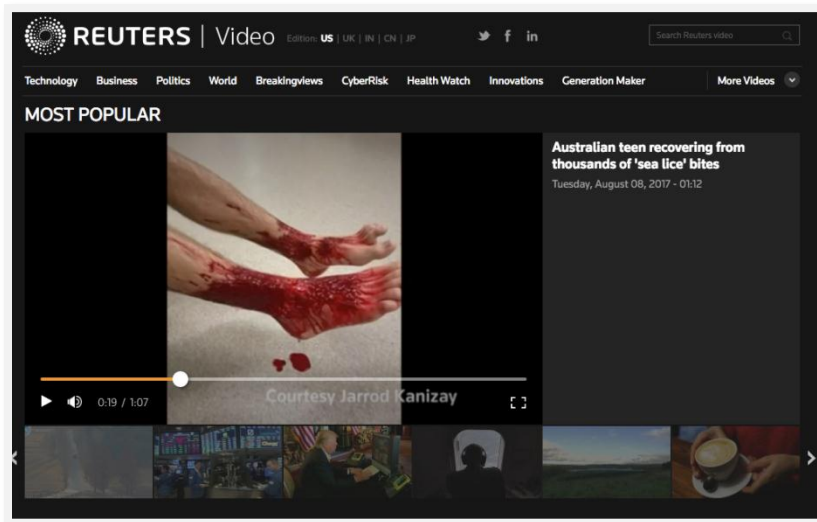
Using the news story examples provided, decide which news value shortcuts (head, heart or hip pocket) and or more formal 'news values' they meet, and whether they are indeed, 'newsworthy'. Mark your answers in the table below the images.



Activity 1.4.2: Example 1



Activity 1.4.2: Example 2



Activity 1.4.2: Example 3



Activity 1.4.2: Example 4

	Name	Example 1	Example 2	Example 3	Example 4
How many elements does it tick?					
News value shortcut 1	Head				
News value shortcut 2	Heart				
News value shortcut 3	Hip pocket				
How many news values does it tick?					
News Value 1	Impact or broad appeal				
News Value 2	Timeliness or immediacy				
News Value 3	Prominence				
News Value 4	Proximity/closeness to home				
News Value 5	Conflict				
News Value 6	Bizarre or out-of-the-ordinary				
News Value 7	Currency or flavour of the month				
Are the stories newsworthy?					

YOUR SECOND LESSON

What goes into your media kit?

Activity 3.2: What is a media kit and do you need one?

Rate your existing media kit items on a scale of 1-10:

0 = needs to be created from scratch

10 = brilliant, very happy with it, no need for updating.

	Rating
Item 1: Media release (often known as a press release) for an upcoming event/news story.	
Item 2: Backgrounder with relevant facts and statistics collated into one page.	
Item 3: Professional quality photos (both horizontal and vertical).	
Item 4: Bios. (25words, 50words and 100-150words).	

YOUR THIRD LESSON

How to choose the right outfit for TV

Activity 5.6: Choose the right outfit

Your general notes from this lesson:

Find in your wardrobe, an outfit that fits all the following criteria, then describe it below so you always have your 'interview outfit' ready to go.

1. Outfit 1: _____
2. Outfit 2: _____
3. Outfit 3: _____

My outfit includes:	Outfit 1	Outfit 2	Outfit 3
Makeup – this is for both women and men.			
Blue, green or pastel colours (bright colours are ok, just not the ones in our ‘don’t list’ below).			
Simple, bold jewellery (if desired).			
Jackets/separates			
Men only: have your shirt cuffs showing a few centimetres below your jacket sleeves.			
Conservative clothing.			
My outfit does NOT include:			
Red, white or black.			
Stripes, herringbone, checks or intricate designs.			
Jangly or very shiny jewellery.			
Shiny hair products (i.e. Brylcreem for men).			
Logos – they can be distracting.			
A shiny nose – everyone needs powder.			

What's next?

Now that you've nailed Media Bootcamp: EXPRESS, remember, there's lots more we can help with in the full Media Bootcamp online course.

To help you sell your story to the media we've got lessons on choosing the right platform for your story, on who to build relationships with, on how to pitch your story (and what makes a good or bad pitch), and much more.

We'll also teach you how to nail your next interview. There are lessons on how TV, radio print and online interviews differ, how to predict what a journalist will ask, and how to deal with those difficult questions.

To get started, just follow the links wherever you found Media Bootcamp: EXPRESS, or reach us via www.mediabootcamp.com.au

Remember, Media Bootcamp online runs 24/7, 365 days a year. You can start whenever you like, work at your own pace, and return to listen to the tips and advice in the course again and again.