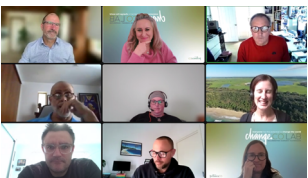




RON KANDELAARS
 Ron Kandelaars
 Media
Change CO.LAB Workshop:
SHARING YOUR STORY

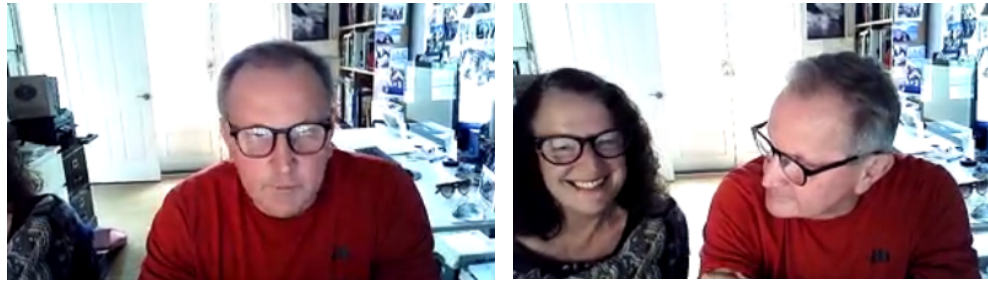
(1 hrs) March 31st

www.ronkandelaarsmedia.com.au



George to Everyone 2:36 pm
 So many parallels Ron, same skills we teach engineers when communicating with communities on their ideas. Community just wants to know the impact for them, not how hard it was to develop it!

Tom McQuilter to Everyone 2:37 pm
 Just ask ChatGPT Clare - AI is the future!



We report on **MOMENTS OF CHANGE**



There are certain fundamental words that are used in media. Journalists love any word that ends with an **ST**. **First | Last | Most** - these words will always instantly appeal to me.

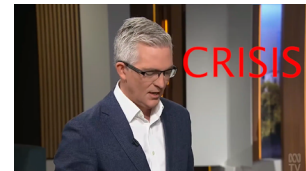
Your Media Performance

“When the media call you buy time to collect your thoughts and define your message - in your language - not theirs! You need time to think. We need to prepare and stay on message.”

“Engage with the media in a proactive way.”

“Repeat that message of the key points several times.”

“Speak Visually - craft a response which explains your point in a very visual way. The quickest way is to use visual metaphors. Explain a highly visual benefit - consider impact on the audience. Use examples to explain complicated ideas.”



Be prepared and know that you've thought about the negative questions. Think about bridging words in your response: “On the contrary, I disagree.” “When you have had your interview or been on TV, ensure you will not die wondering if you made your point.”



ronkandelaars media What makes news?
CHECKLIST

- Impact.** Does it involve or affect people? Will it have an impact on their lives? The bigger the impact, the bigger the story.
- Novelty.** Is it different or unique? Timeliness. Is it happening now? It's called “News” for a reason.
- Vision.** Is there some way to illustrate and explain the story? Are there pictures? Is there vision?
- Proximity.** Is there a local angle? Never underestimate the ‘parochial’ nature of news.
- Currency.** Does the story build on a contemporary trend or issue which is already attracting media attention?
- Prominence.** Does it involve people of public interest? News will often trade on fame.
- Conflict.** The media tend to describe this as ‘objectivity’ but conflict is a major driver of ‘news’ because it ultimately impacts on peoples’ lives.

Want to know more? Check out Ron's Media Training and Presentation Notes on our Change CO.LAB Trello Hub

Media Formula:
Question = Answer + 1

**FACTS TELL
 STORIES SELL**



DEB KANDELAARS
 Author \ Writer
Change CO.LAB
Workshop:
SHARING YOUR STORY

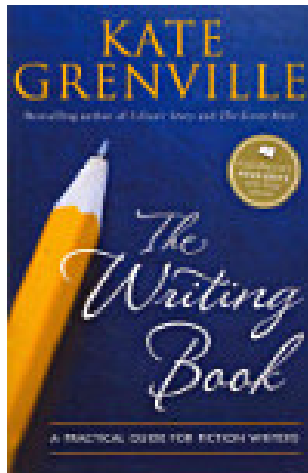
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The „Power of the Note



George to Everyone 3:26 pm

Great question and answer. Have fallen out of notebooking so this is a perfect nudge as used to love how it shifts the way you observe.



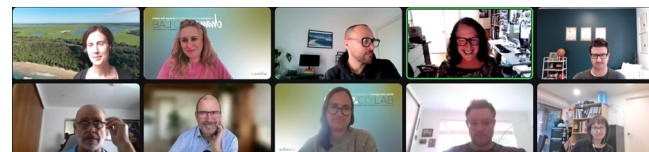
Quote by Kate Grenville from “The Writing Book.”

It doesn’t matter where you start - it matters where you finish.”

“Where do I start? How do I start? You need to know your material. Find an ENDING to your story.”

Don’t be hyper critical of yourself - believe it will get better!

“Share your story with a trusted colleague - someone you trust and listen to their feedback. Continually polish + edit - make it into a good piece of writing.”



- + Use personal stories
- + Tell a story that is relatable. Share things that people can relate to.
- + Take photos - as a reminder
- + Listen to music - an emotion can trigger and take you back to a time and place
- + Tell it from your perspective
- + Connect emotionally
- + Show - Don’t Tell!

- + Keep your writing simple and well written
- + Write about what you know
- + Know your audience
- + Know your message
- + Avoid cliches
- + Editing : Edit | spell check | proof read. Watch out for spelling errors (shows lack of attention to detail - lack of professionalism)

Time saving Tips:

- + Be organised - make things easy to find
- + Look up things that you may have written before
- + Scribble down ideas
- + I have a Research Writing folder
- + Keep different versions of your bio
- + Keep everything that you re-write
- + Recycle and Re-use your content