

CUTTING THROUGH

Media training for better results

At CGM, we understand that dealing with the media can be stressful. If handled well, the media can be an effective tool to get your message across, but if done incorrectly, there can be ramifications for you and your organisation. That's why we've designed a strategic approach to engage with the media better and give you both the tools and confidence to tell your story.

Our Cutting Through media training workshops are tailored to suit your individual needs. We can help you to formulate your key messages on topics of your choosing, develop a media protocol for your organisation and take a strategic and proactive approach to media relations.

With a combined 30 years' industry experience, our media trainers will provide you with invaluable insights into how the media works, what journalists are looking for and how to deliver it. We can teach you how to stay on message, answer questions clearly and concisely and how to deal with difficult questions during an interview.

In the training, you'll get the chance to put theory into practice during simulated TV and talkback radio interviews. You'll get on-the-spot feedback about your performance and how to enhance it.

At the conclusion of the training, we'll send you our full Cutting Through guide, which provides an invaluable reference tool any time you're planning to engage with the media in the future.

To enquire about a CUTTING THROUGH workshop for you or your organisation, please contact us.

CGM COMMUNICATIONS

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OUR TEAM



Rebecca Boteler Lead Media Advisor

Rebecca Boteler is CGM Communications's lead media advisor, bringing more than 20 years experience working as a journalist in Australia and around the world to the role.

After completing a Bachelor of Arts with a double major in journalism and public relations, Rebecca began carving out a career as a radio reporter and newsreader. After working for a number of media organisations including 6PR, 96fm, Nova and Channel 7, Rebecca joined the ABC in Perth as a senior reporter, where she worked for 8 years.



Rebecca Munro Senior Media Advisor

For the past decade, Rebecca has built a reputation as a dynamic storyteller and news breaker.

As a television reporter for most of her career, Rebecca has covered some of Perth's most high-profile news stories, shaping complex information into material an audience can relate to.

The self-proclaimed newshound broke into the industry in 2008 as a newsreader for radio station 92.9, on the popular Hamish and Andy Show.

Rebecca joined Channel 10 news in 2011, where she worked for 6 years.