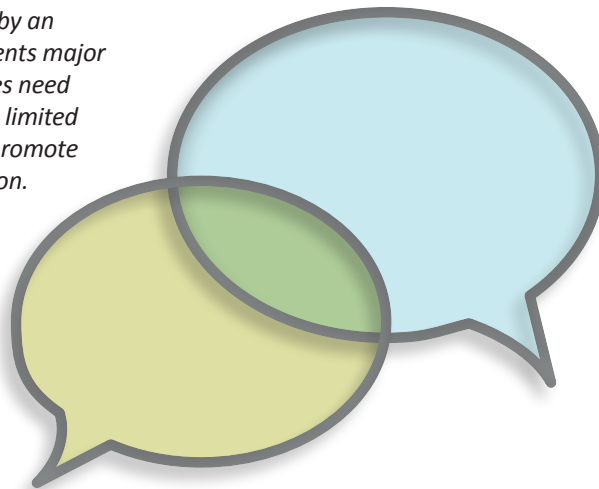


# MEDIA *and* PUBLIC RELATIONS

“Media strategy are most effective when companies and their advisers understand what makes ‘news’.”

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*The daily news-cycle has been replaced by an “always on” news juggernaut. This presents major challenges and opportunities. Companies need to know how to work within the media’s limited attention span and time constraints to promote their business and protect their reputation.*



## Why FIRST Advisers?

FIRST Advisers understands what influences writers and commentators, what they need and when, and how to work with them to generate the best possible editorial coverage for clients. Collectively, our team has been working with and within the media for over 50 years.

A media strategy is most effective when companies and their advisers understand what makes “news”. Good news can then be fully utilised and negative news can be addressed in a timely manner. We know how to identify and develop the positive messages and storylines that will make your business of compelling interest to the media.

“We are the safe, experienced pair of hands that you can rely on in the heat of a deal.”

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## MEDIA *and* PUBLIC RELATIONS

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### What we offer

#### – Transactional media relations

FIRST Advisers brings extensive experience in assisting boards and executive teams to meet their communication goals during takeovers and other major transactions. We are the safe, experienced pair of hands that you can rely on in the heat of a deal.

#### – Media strategy

We develop integrated communications strategies for your business across multiple communication channels and ensure that the strategy is implemented and managed effectively. Whether it is a strategy for a one-off issue or for the long term, we lay out a clear, targeted and tailored plan.

#### – Media and presentation coaching

Preparation and coaching of key executives for interviews, video presentations and media appearances. We can teach your company spokespeople how to stay “on message” and deliver a polished, confident performance for all forms of media. Whether it is profile of the CEO, a live video event or a hostile press conference, we will give you the skills to manage the situation. FIRST Advisers has trained top 100 CEOs and senior public officials.

#### – Reputation management

FIRST Advisers can help protect your company’s reputation and the reputation of key people on an ongoing basis. We will monitor threats and identify opportunities to defend or enhance a company’s reputation, responding with targeted initiatives as the need arises.

“Companies which are not publishers in their own right are missing out on a valuable opportunity.”

#### – Media perception audits

We can conduct a confidential, benchmarked audit of how your company or organisation is perceived across traditional, digital and social media channels. Our understanding of media people allows us to collect detailed, relevant and actionable information on companies. Audits provide a useful basis for companies to build relationships with journalists, bloggers and influencers based on trust and mutual accessibility, with the aim of securing more informed coverage for your company over time.

#### – Content development

With the explosion of online media and the decline of traditional media, companies which are not publishers in their own right are missing out on a valuable opportunity to participate in the democratisation of publishing to deliver tailored, meaningful communications to their key stakeholders. FIRST Advisers has the skills to create content which resonates with audiences, whether it is a press release, opinion article, letter to the editor, or digital content such as digital video, podcasts or even a tweet.

### How to find out more

Contact Victoria Geddes or Ben Rebbeck  
on +61 2 8011 0350 or email us at  
[info@firstadvisers.com.au](mailto:info@firstadvisers.com.au)

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## FIRSTADVISERS

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Corporate Communications  
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