



THE MEDIA ANGLE

Pauline Hanson may have a catchy campaign slogan as, “the red head you can trust” but her performance at her media announcement was memorable for other reasons. Ms Hanson is hoping to win a Senate seat in New South Wales as a candidate with the party she formed in 1997, One Nation.

Take a look at her media launch:

[Pauline Hanson on Sydney Morning Herald Online](#)

When making a major announcement there’s a great deal to think about but here are three basic tips which should help:

- 1. Prepare properly.** If you fail to plan you plan to fail (see Tip sheet 1). Part of planning is ensuring your message is succinct, interesting and relevant. Your preparation should also involve practicing so you don’t have to rely on your notes.
Reading heavily from a statement is bad news. It makes you look un-prepared and unnatural. And you are far less likely to convince anyone you actually believe what you are saying.
- 2. Breathe and relax.** Diaphragmatic breathing is the key to staying calm. Being calm will mean a smoother delivery.
It’s important to note you should master this technique before attempting it for the first time just before your launch.

[How to do diaphragmatic breathing](#)

- 3. A decent venue.** Choose a location where you can be heard and seen easily with little background noise or distractions. A busy street or mall is asking for trouble and the hustle and bustle leads you to shout or at the very least talk too loudly.

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