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3 Steps to Raising Your Visibility in the Media

Who steps up to represent your organisation and industry when it comes to media opportunities? Chances are it's not a woman. Perhaps you have, like many Australian companies, a media 'talent' dilemma.

The [Women in Media Gender Scorecard](#) recently reported that men comprise 70% of quoted experts in the Australian media.

In journalism, a source or expert is called 'talent'. And they rely on quick access to people in their contact books. If you're not 'visible', you won't be considered.

This Power of Visibility (POV) edition explores three ways to put more women in the spotlight and the formula is simple: Review & Assess; Train & Develop; and Execute.

The execution, however, is more complex. It requires a company/leader with vision to create a practical pathway to visibility, one that is not stymied by corporate structure, managerial ego and someone that chooses to empower inclusion.

Becoming great media talent shouldn't be predicated on hierarchy; the boss is not always the best person to step up. And like a good chess game, a king can move out of the way to enable others to make a winning move.

Visibility is everyone's business.

* **Karen Eck**

Founder & Presenter, The Power of Visibility

STEP 01

Review & Assess

The Women in Media Gender Scorecard highlights that women are severely under-represented in Australian media, comprising just 30% or quoted sources. This is despite some industries having more women employed, including retail and education.

Identify who could step up and for what purpose. Using an expertise-led not boss-led approach, will open up more talent.

How does your organisation RATE when it comes to gender representation in the media?

[COMPLETE 3-MIN SURVEY HERE](#)



Photo courtesy: Women in Media

STEP 02

Train & Develop

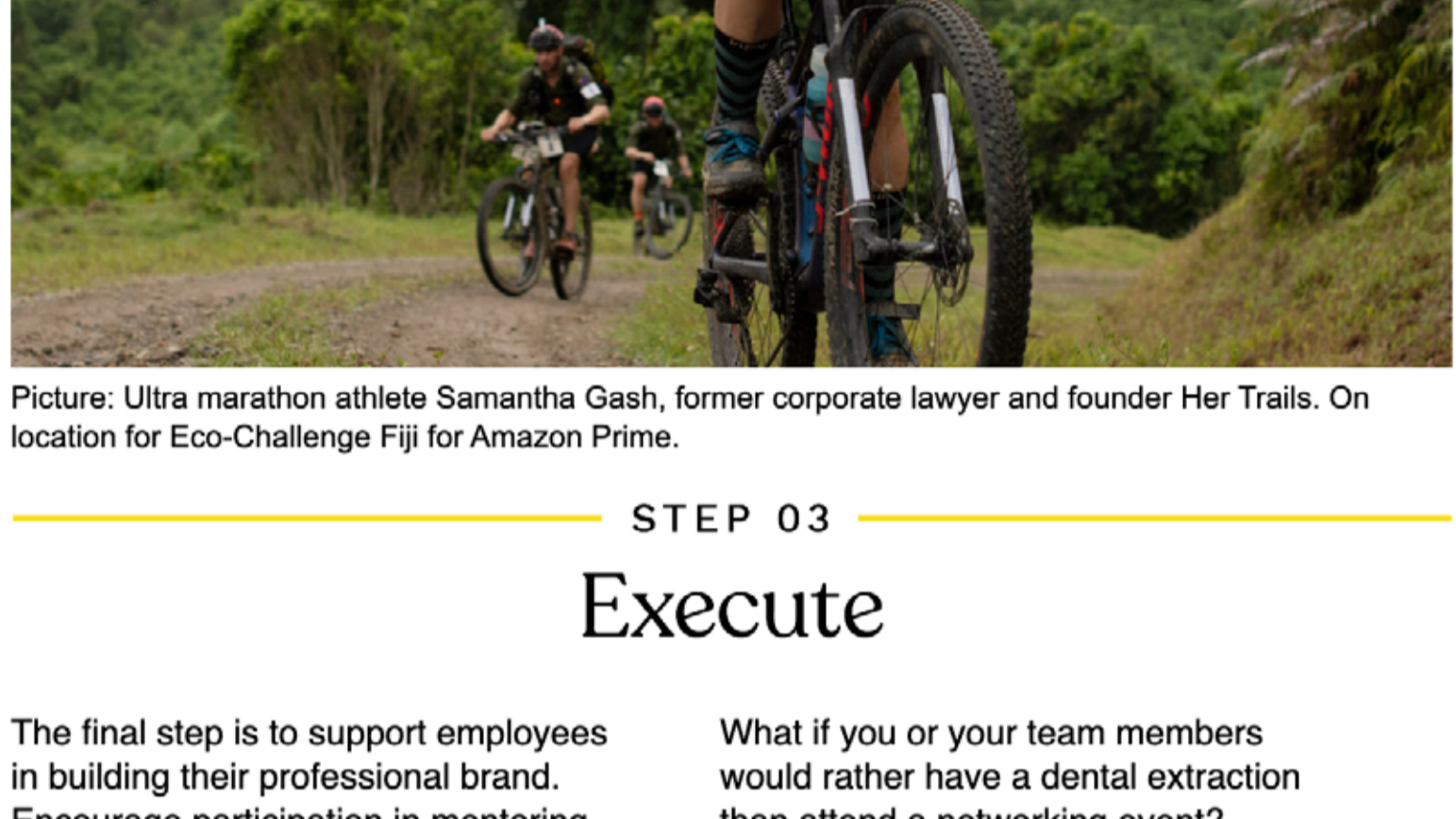
Professional development is critical to maintaining your organisation's talent, skills and knowledge, as well as building personal confidence.

Developing spokespeople based on expertise and potential builds a reserve of talent, a strategic pipeline that is well prepared for any eventuality. Training for the media takes practice and becoming quotable is an example of a well-trained, honed visibility muscle.

Every athlete knows that training is the answer to cutting through plateaus of ability. Endurance athlete and former corporate lawyer, Samantha Gash, knows all too well that training is the key to pushing outside your comfort zone. "Just take the first step, be supported by like-minded people and keep going."

And it can return dividends, too. A [recent Accenture study](#) found that every dollar spent on training got a \$4.53 return, a ROI of 353%.

According to Workplace Gender Equality expert Catherine Fox, there is no time to waste in getting all sides of the talent equation working towards gender parity. Read her [OpEd in the SMH here](#).



Picture: Ultra marathon athlete Samantha Gash, former corporate lawyer and founder Her Trails. On location for Eco-Challenge Fiji for Amazon Prime.

STEP 03

Execute

The final step is to support employees in building their professional brand. Encourage participation in mentoring programs, networking events, and interesting conferences that can open up new business. This sends a message that you're investing in their talent and potential. You're saying, "Yes, you're worth it."

What if you or your team members would rather have a dental extraction than attend a networking event?

Choose occasions that enable you to connect, that invigorate not exhaust. [Here are some ideas on building a business network.](#)



Multi-award winning artist Kathrin Longhurst (including Archibald Packing Room Prize, 2021) at Collabor8Women February. Location: Bathers' Pavilion, Sydney. Photo credit: Simon Cardwell.



Need a hand? We've got you covered!

In direct response to addressing the media talent dilemma, a new professional solution has been launched: **QUOTABLE WOMEN**.

It brings together **The Power of Visibility** (teaching a new corporate culture and pathway) with expert media training (teaching the technical aspects of interviews and skills).

POV is pleased to be collaborating with TM Media on this exciting opportunity to change the media landscape, where more women experts are seen and heard.

"We aim for more women to be added to the contact books of Australian journalists, talent they can trust to deliver and engage with their audiences," says Theresa Miller.

[ENQUIRE TODAY](#)

Coming up

MARCH

- Employee Appreciation Day (2nd)
- Clean Up Australia Day (5th)
- International Women's Day #DigitAll (8th)
- Collabor8Women March: Bistro Rex (8th)
- Harmony Week (15th to 21st)
- National Puppy Day (23rd)

APRIL

- April Fools Day (1st)
- Collabor8Women April: Red Lantern (5th)
- World Creativity & Innovation Day (21st)
- Earth Day (22nd)
- World Laboratory Day (23rd)
- Earth Hour (25th, 8.30pm)
- ANZAC Day (25th)
- Pay it Forward Day (28th)



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Karen Eck
Founder & Presenter

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