

# CONFIDENCE ON CAMERA

to engage a new generation of Volunteers



With Media Trainer, Presenter and Commentator  
Carmen Braidwood



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1. Be THE go-to

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# 2. Build a Tribe

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3. Hear from people who ..  
ALREADY  
want to volunteer with you

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FOLLOW ALONG  
WITH FREE  
DIGITAL  
WORKBOOK

(NO EMAIL  
REQUIRED)

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Are you a member of a larger organisation?

Or is it just you?

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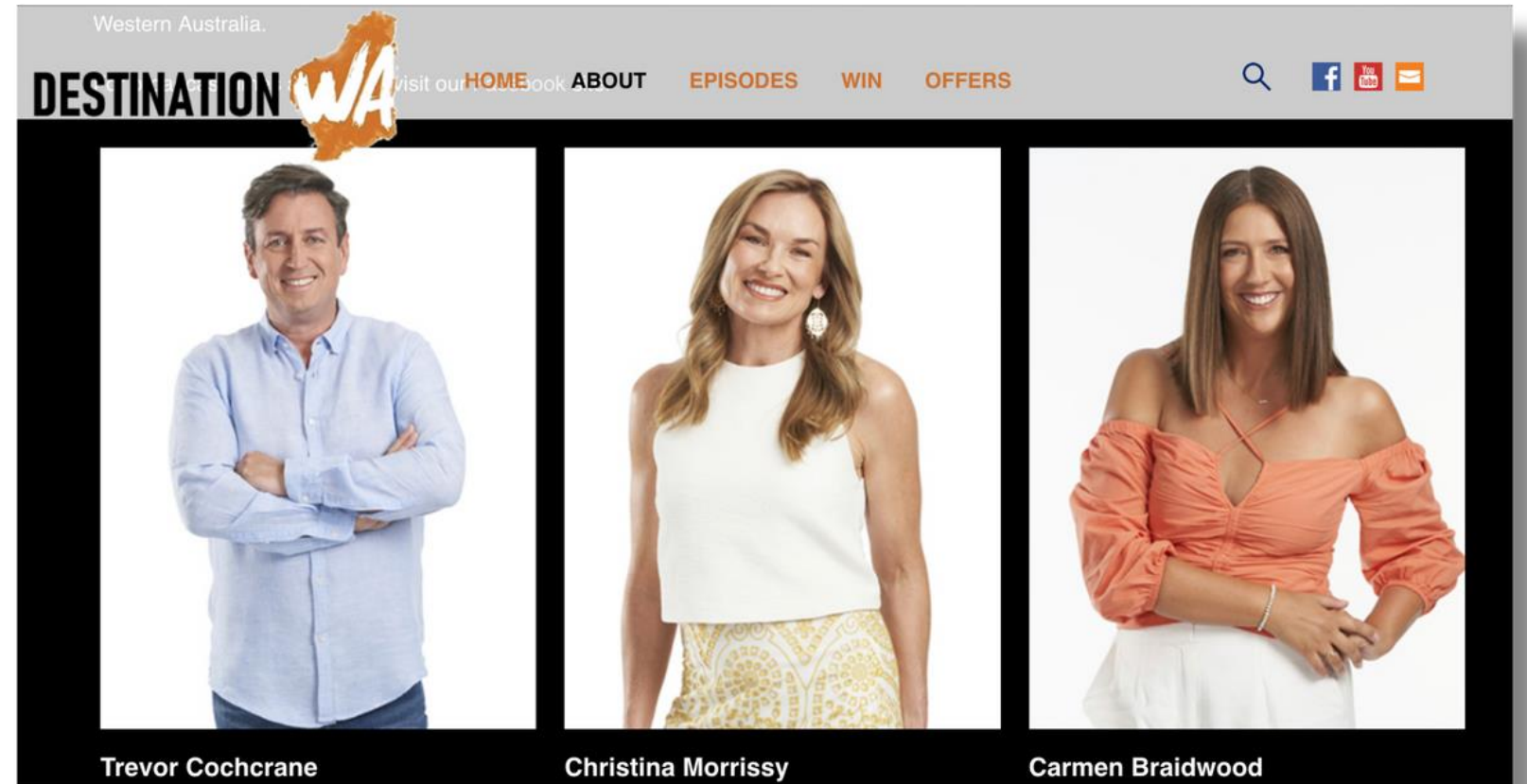
Thinking about you or your  
organisation:

What is your "WHY?".



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## Police demand help to cope with job stress

The police in the south west region are under a lot of pressure, with one officer in a south west region police station suffering from a mental health crisis. The officer, who is a police sergeant, has been diagnosed with post-traumatic stress disorder (PTSD) and is currently on sick leave. The police sergeant has been working in the south west region for over 20 years and has been involved in many high-profile cases. The police sergeant's condition is a result of the stress of the job and the pressure of the community. The police sergeant's condition is a result of the stress of the job and the pressure of the community. The police sergeant's condition is a result of the stress of the job and the pressure of the community.



## er rules airwaves for first time in two deca

st radio ratings, knocking MIX 94.5 off top spot for the first time in 20 years. REPORT NEWS PG 6

**WEST COAST FORWARD'S FIGHT TO BE FIT FOR FINALS BACK PAGE**

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Call 9442 9032 or visit  
to get The West from



COUP 96FM's Ian Blackley, Carmen Braidwood & Brad Fitzgerald.  
PICTURE CHEYNE TILLIER-DALY


## 96FM new ruler of the radio waves

**T**riple J's reign as WA's number one radio station was short-lived, with the national youth broadcaster knocked off the top spot by Perth's former top station 96FM.

month saw veteran breakfast hosts **Fred Botica** and **Lisa Shaw** announce their exit from The Bunch. Yesterday's ratings also saw Nova 93.7 hold its place as Perth's third most popular station with a 12.1 per cent

## Former Perth radio breakfast co-host Carmen Braidwood moves on after shock 96FM axing

 **Krystal Sanders** | The West Australian  
Saturday, 14 April 2018 2:00AM

 **Krystal Sanders**



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Plus500 Australia

(CFDs, Capital is at risk). Access Worldwide Markets on Plus5



## Carmen Braidwood talks about life after radio and the new business that is for everybody



Rangi Hirini | PerthNow  
April 20, 2022 5:00AM

Rangi Hirini

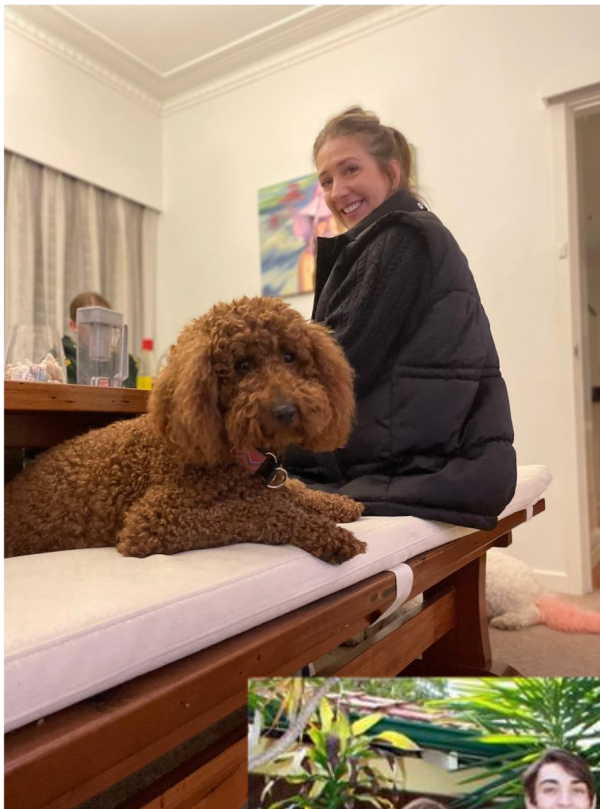
TOPICS Entertainment

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**Nic Hayes** • 1st  
Expert wrangler and media connector  
2d •

Loved this chat with Emily Morgan from [Media Stable](#) on how to write the perfect Opinion Editorial. [Carmen Braidwood](#) and I chat with this writer's writer on tips and hints to craft that perfect piece. A ...see more

**Without McGowan's clout, Cook faces considerable challenges**

**NIC HAYES**

By **investigation by premier Mark McGowan**, last week, who once boasted the highest popularity rating ever in Australian politics, appears to have crumbled nearly overnight by margin.

Even his own party, which has largely coasted through the past few years, due to his rock star status with constituents and an unenviable majority in government, seemed to have been caught off guard.

The shock on the faces of his colleagues at the press conference was something you couldn't fake. They had no idea McGowan had the emergency press conference that he was told, he was done, and that leadership had taken its toll.

"Braidwood" wasn't referred to specifically but there's a growing consensus that this was the cause of the resignation. This resignation trend seems very present recently with Radical coach Dionne Harbour, and David Koch of Fairfax handling his position on the same day as the premier. Harbour resigned, citing a lack of energy, coincidentally on the same day as the resignation of the premier.

It wouldn't be a surprise to see him take an another resignation in 2024.

David Koch wants to work on his own business and coach in his 22 years at the top of his game.

Neither of these leaders of their respective industries owed favour or gratitude and yet we seem to put them into the basket of leadership resignation because we assume that must be the reason.

Why did McGowan resign when the State still needs him? Could he not have used his hard-earned political capital by passing the treasurer's role to the very able former economist Lisa Ingham? McGowan could have been premier for life according to most political pundits and those with a finger at the political pulse in WA.

His popularity, while not at the political peak of his prime, was still well above the other premiers across the country.

McGowan's popularity rating didn't translate to Roger Cook, but it will be used in the shadow of McGowan's exit and he will be continuously lauded for his failed management of the health portfolio, which he had to be referred to in 2023.

WA's erratic budget surplus was another tick on McGowan's report card, which he took the gamble for as he carried the dual roles of premier and treasurer. Coupled with the fact there is no Opposition to speak of, there were only good news ahead for the Government if they stayed true.

WA managed to secure under a Labor-Mission government a C&T share that every other State in Australia will dream of. The Right Dr Cook is to now hold on to this share, which is the budget's main revenue source while the State is delivering such large capital. The other States are broke and the Federal Government, if it wants to stay in power, will need to address this quickly.

The very State that helped in part to get Anthony Albanese over the line at the last Federal election will now be in the spotlight when it comes to economic reform.

And Cook doesn't yet carry the political clout and influence of McGowan that would have helped to keep Treasury's policies on top.

Most politicians have a very poor sense of when to leave and a very poor sense of when their time is up.

While you can count on a premier who has done everything he could for WA and has given his all for the State, he hasn't his party, economic and Government being what they are.

These challenges now fall to a premier who had a major role in his health role as the highlight of the pandemic, which doesn't hold well for the Labor party and WA.

**Nic Hayes is the managing director of Media Stable.**

**The Writing Specialist**  
Nic Hayes on LinkedIn • 2 min read  
Tune in to podcast: The Experts powered by Media Stable: Emily Morgan on Apple P...

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Thinking about you or your  
organisation:

What is your "WHY?".



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What's the biggest  
thing that would  
hold you back?

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Make friends with your ideal audience member

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Oh hey, you.

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# Avoid:

- ✘ Saying things like "Hey, everyone.. "
- ✘ Trying to be all things to all people
- ✘ Trying to solve too many problems at once

Sorry, but.. its not about you.

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## On Camera Practice #1: Speaking to one person

With one ideal audience member in mind, intro yourself and share your "why".

Keep it <30 sec

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# Find Your Voice

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# Inside the workbook..



## Do the work:

- speak about anything on on camera
- once per day
- while you're doing other things
- no "do-overs"

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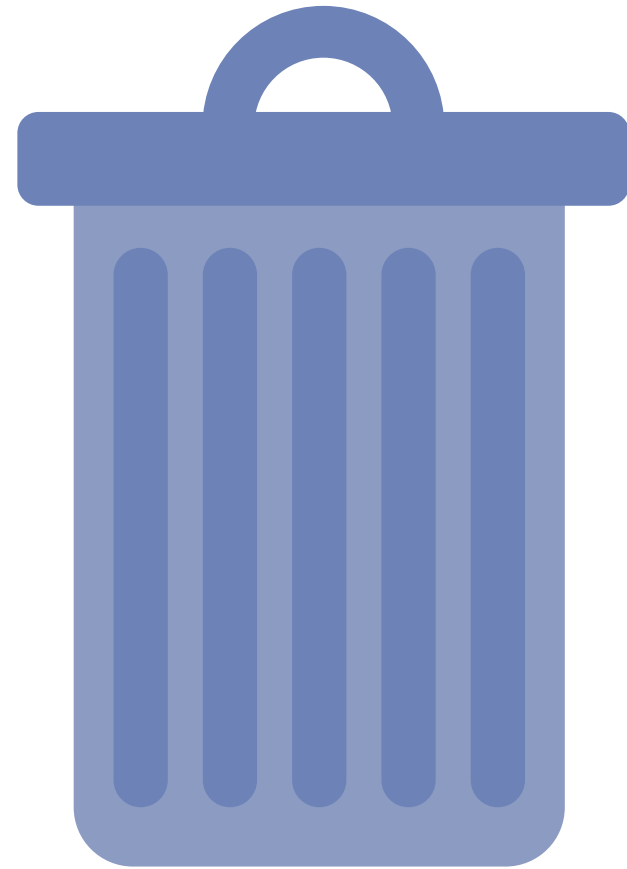
## On Camera Practice #2: Speaking Naturally

Share your "why".. while  
doing something else!

Keep it <30 sec

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Delete nothing!

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Get comfortable  
watching yourself



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# Be your own coach #1

## VOLUME DOWN:

- Where are your eyes looking?
- Is there light on your face?
- Was your camera lens clean?
- Are your body movements natural?
- Is there anything distracting in the background?
- How's your wardrobe choice?

# Be your own coach #2

## VOLUME UP:

- Did you engage the audience?
- Did you speak naturally to one person?
- Did you "hook" your ideal audience member?





On Camera Practice #3:

Hooking

Create a 3 sentence video,  
with a compelling hook at the  
start

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# The secret to:

- hooking,
- credibility and
- more views

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Become a consistent content creator

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# The secret to:

- hooking,
- credibility and
- more views

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Grab your Free  
30min Content  
Audit



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# Every Company Is a Media Company:

Confidence on Camera to Engage a New  
Generation of Volunteers

**Carmen Braidwood**

Speaker/Trainer  
Modern Media Training

