

charmedia

putting life into words

www.charmedia.com

COPYWRITING

JOURNALISM

MULTIMEDIA

In a world of information overload, you want to make a splash.

Charmedia helps you express your core message with zest and appeal.

We start with clear ideas, add a generous dash of creative juices and mix to your taste.

Fresh, stimulating and exactly what you ordered.

Charmedia offers the following services:

- **Copywriting** for websites, newsletters, reports and publicity materials
- **Proofreading & editing** of existing copy
- **Feature writing** for magazines, newspapers and online publications
- **Scriptwriting & production** of content for multimedia projects

See the following pages for more details of each service.

PROFILE

Louise Charman is the brain and the smile behind Charmedia.

Louise has a First Class degree in Modern Languages from Oxford University and has over ten years experience in publishing, journalism and television production. She speaks fluent French and German and conversational Spanish.

Louise also has a Diploma in Marketing Management and worked for Hodder Headline publishers for four years, becoming Marketing Manager for the tertiary education division in 1994.



She returned to the UK in 1996 where she coordinated a film festival for two years before joining BBC Television in program production. Her biggest claim to fame is interviewing film director Martin Scorsese only to have the cameraman lose the tape!

Louise worked on a range of television programs both as researcher and producer, from the long running children's show 'Blue Peter' to a foreign language series filmed in Germany for the BBC's new digital channels. She also started writing film reviews and articles, as well as text for interactive TV and program websites.

Louise returned to Australia in 2000 to celebrate the Olympics, followed by work as a freelance producer at Channel Seven and Foxtel. She also produced corporate videos and continued her freelance writing, officially establishing Charmedia in early 2001.

Louise is spasmodically at work on her first novel.

COPYWRITING

"We operate in an industry that demands the highest level of professional communications. Louise brings to our business a clarity of expression and an eye for the subtleties that are fundamental to what we do. Louise has also shown us how to improve our standards in these key areas to the benefit of our business and that of our clients."

Michael de Moon, Managing Director, Law Review

Charmedia creates customised content for online and print media.

We don't just come up with pretty words. We work closely with you to:

- **gain an understanding of your business and your target audience**
- **drill down to find the core of your business message**
- **crystallize this message into clear, engaging copy**

We can also liaise with web and graphic designers to ensure that all aspects of the design process come together smoothly and congruently.

To view recent examples of client websites please visit:

www.avantgardevents.com.au
www.evolutiontowellbeing.com

www.lawreview.com.au
www.easternsuburbsbec.com.au

JOURNALISM

'He lets me climb alone up to the roof where colourful prayer flags flap in the breeze, winging their messages to Buddha. From this vantage point I can see the slopes stretching to the skies, the river below flexing a silver arabesque across the broad valley floor.'

Feature articles invite readers to explore new experiences and discover fresh insights.

Charmedia creates stories to entertain and inform you: from films to finances, relationships to real estate, health to holidays.

Whatever the topic, we'll take you there. Just sit back and enjoy the ride...

We offer: **articles | reviews | columns | hot tips | fact sheets**
for: **newspapers | magazines | online publications**
about: **health & lifestyle | business & career | travel**
 entertainment | women's interests | culture & society

Styles range from highly factual to lighthearted and humorous. Articles and reviews have been published in a variety of magazines, newspapers and e-zines in Australia and the UK.

(See pdf of sample work or email juice@charmedia.com to view full articles)

MULTIMEDIA

"Louise's professionalism and creative ideas were of immeasurable benefit to the production of our video segments. Her patient and calm approach ensured the filming process was very smooth. Charmedia provided exceptional service and delivered a quality product in a timely manner."

Jaynie MacLeod, Project Coordinator, National Heart Foundation of Australia (NSW)

"Each time I work with Louise I am consistently impressed by her ability to quickly understand what we are trying to accomplish. She is insightful, energetic, creative and always adds value to our project team."

Gill Lowe, General Manager, Princeton Clearpoint

Sometimes you need more than words to get your message across.

Videos and interactive multimedia can provide the perfect platform to inform and inspire your audience.

Charmedia can provide the following 'script-to-screen' services:

- scriptwriting and/or script consultation
- producing and directing
- postproduction (film/tape/digital media)

Previous projects include:

- Television programs for the BBC, Channel Seven and Foxtel
- Instructional videos for the Royal Prince Alfred Hospital and Roche Products
- Promotional videos for Janssen-Cilag and Sanofi Synthelabo
- CD-ROM case studies for The Heart Foundation
- Promotional DVD for Mountain Angels Fair Trade (Nepal)
- Direct marketing CD-ROM for Princeton Clearpoint

To find out more about our services or to discuss your needs please contact Louise Charman at:

email: juice@charmedia.com

phone/fax: + 61 (0)2 9386 9193

mobile: 0417 244978

website: www.charmedia.com