



## Six **Community Media Workshops** to help your organisation grow.

Presented by the School of Journalism & Communication in partnership with Volunteering Qld.  
All sessions to be held at Level 6, 333 Adelaide St, Brisbane Q 4000.

### 1. **Getting your name in the media. How to pitch stories to press, radio and television?**

**Friday May 21. 9am-1pm. Instructed by Anthony Frangi.**

This workshop is designed with the not-for-profit sector in mind. It introduces you to the opportunities that exist and tools needed to get the results you desire. This workshop is packed full of hints, tips, real-life examples, great ideas and common sense to help reach the people you want. Find out when and how to contact the media; how to interact effectively with the media & how to handle interviews confidently and competently.

### 2. **Telling stories: How to engage your supporters and your community?**

**Monday June 7. 9am-1pm. Instructed by Dr John Harrison.**

The greater your impact on the lives of individuals in your community, the more they value you as an organisation. Community engagement also can foster new memberships and increase connections with current members. This workshop explores new ways to bring people together and how your organisation can benefit.

### 3. **Making effective use of low cost social media: Twitter, Facebook, YouTube, Lulu, and Flickr.**

**Friday July 23. 9am-1pm. Instructed by Skye Doherty.**

Social media is all the rage now. More people are using online social media networks to engage and connect with people. This workshop shows you how to use social media to reach your audience. Learn how to: Tell stories about your organisation; Inform and educate the audience about what you do; Encourage them to participate; You too can triumph in this brave new environment.

### 4. **What is your brand, and how can it make us money?**

**Friday September 10. 9am-1pm. Instructed by Dr John Harrison.**

Branding is perhaps one of the most important aspects of any organisation, including nonprofits. It tells people what they can expect from you and your promise to them. Understanding your brand can be difficult, costly and time-consuming. This workshop looks at how to be true to your brand and how to build on the benefits you offer.

### 5. **Connecting in a crisis: What role you can play with the media?**

**Friday October 1. 9am-1pm. Instructed by Anthony Frangi.**

Getting your message out to the community is vital in any disaster (especially natural disasters). This workshop is about forward planning and collaboration. Learn about how the media operates during a disaster and how you can build stronger relationships with them to get your message heard. Find out what they need from you.

### 6. **Keeping your website fresh**

**Friday November 5. 9am-1pm. Instructed by Skye Doherty.**

A good website is an online face of your organisation. This workshop looks at how to develop content for your site and keep it fresh.



**Dr John Harrison** brings several decades of professional practice in journalism and communication to his work at UQ. He has worked in print, radio and television as a journalist, editor and producer, and has won awards for his journalism. He has a high level of expertise in the crafting of strategic messages for non-profit causes. He is one of the brains – along with burns surgeon Dr Michael Muller, and filmmaker Bruce Redman - behind the acclaimed “Don’t be a flamin’ fool” TV ad campaign for burns prevention. This campaign, funded by the Queensland Trauma Network, went to air in early 2010.

At UQ he teaches both journalism and professional communication, and has pioneered the use of service learning project teams in the communication program. An award winning university teacher, John Harrison is known and recognised for his innovative teaching practice, and for his teaching and research collaboration with colleagues in science, medicine and engineering. His most recent book *Brand-Aid: Brand Power at the heart of your business* (co-authored with Allan Bonsall) is currently in press and due for publication in mid 2010.

**Skye Doherty** is an editor, digital producer and media consultant with more than 10 years’ journalism experience. She has worked for media groups in Australia, South-east Asia and the UK, including the Financial Times, where she was an interactive producer. She is currently an industry consultant at the University of Queensland & is a member of AIMIA and the National Union of Journalists.

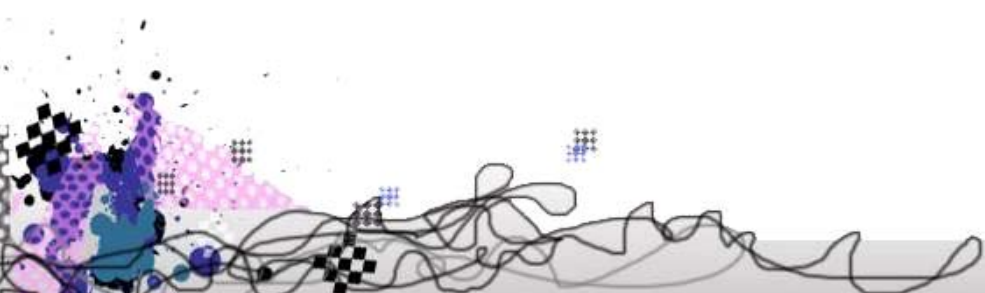
**Anthony Frangi** is one of Australia’s most respected communicators and broadcasters. With 20 years experience in the industry, he knows how to reach an audience and make an impact. His knowledge of the media is outstanding. He has presented top rating talk shows on ABC Radio and Brisbane’s Talk Radio 4BC, as well as presenting, reporting and producing for commercial television including Extra on Channel 9. In recent years, Anthony managed and programmed radio stations for the ABC in Queensland, Victoria, Western Australia and Tasmania. His dedication to helping the community has earned him state and national advertising and media awards, a Queensland Tourism Award for Radio and a Queensland Landcare Award. Anthony currently divides his time between the ABC in Brisbane as Program Director and the School of Journalism and Communication.

Anthony is highly regarded in the private and public sector as a speaker and trainer in media, presentation, communication and personal development in 2009; he was invited to host a 4 day workshop for India radio on natural disaster management and in 2010 will travel to China and Tonga. He is author of ‘So you want Media Coverage’ – a guide on how to attract good media coverage and is currently completing his next book on making great radio aimed at anyone interested in broadcasting.

**\$65 per workshop (including refreshments)**

**25% group booking discount (3 or more participants)**

**25% discount for booking all 6 workshops**



# Registration Form.

Community Media Workshops.

Workshop attending  1.  2.  3.  4.  5.  6.  All Workshops

Total cost \$ \_\_\_\_\_

Title  Ms  Mr  Miss  Mrs  Other \_\_\_\_\_

Surname \_\_\_\_\_

First name/s \_\_\_\_\_

Organisation \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Email style  HTML  Plain Text

Age group  Under 17  18-24  25-34  35-44  45-54  
 55-64  65+

Gender  Male  Female

Funding  Qld Department of Communities  Disability Services  HACC  NA

The following questions do not impact on your registration and are gathered to enable us to target our activities and better meet the needs of volunteers and community organisations.

Do you identify as a person from a Culturally Linguistic and Diverse background (CALD)?  Yes  No

Do you identify as being of Aboriginal and/or Torres Strait Islander descent?  Yes  No

Do you identify as being of Australian South Sea Islander descent?  Yes  No

Would you like to discuss any learning support needs prior to attendance?  Yes  No

Are you an income support participant?  Yes  No

Are you attending this Activity as a:  Volunteer  Paid Staff

Do you wish to be on our e-news and education mailing list?  Yes  No

What category would best describe your organisation or the organisation you volunteer with?

1	Aged care, Seniors/Retired Programs	11	Arts/Theatre/Museums
2	Family Individual Community Welfare	12	Social Justice/Welfare Rights/Legal Advocacy
3	Health/Community/Hospital Care	13	Tourism/Hospitality/Heritage
4	Child Care/Child Support	14	Special Need Support/Self Help Groups
5	Youth Care/Youth Assistance/Support	15	Sports/Recreational/Leisure
6	People with Disabilities	16	Employment/Work Experience/Rehabilitation
7	Schools/Tertiary/Institutions/Vocational Training	17	Aboriginal & Islander Service
8	Migrant Support/Multicultural Groups	18	Local Government Authorities
9	Conservation/Environment/Animal Liberation	19	Professional Associations/Clubs
10	Crisis/Emergency Support	20	

## Declaration

I confirm the accuracy of the information provided above. I understand only authorised personnel will access/utilise this information for purposes directly relating to my participation. I understand that privacy, refund and grievance policies, and learner information are available on the website at [www.volunteeringqld.org.au](http://www.volunteeringqld.org.au)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return to Volunteering Qld either by:

Fax 3229 2392  
 Post GPO Box 623, Brisbane, Qld 4001  
 Email [registrations@volunteeringqld.org.au](mailto:registrations@volunteeringqld.org.au)

We will confirm your registration. Thank you.