



Community Media Workshops to help your organisation grow.

Presented by the School of Journalism & Communication in partnership with Volunteering Qld.

1. What is your brand, and how can it make you money?

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

UQ School of Journalism and Communication, Level 2, Building 37 (opposite tennis courts).

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.

2. Connecting in a crisis: What role you can play with the media?

Friday October 8. 9am-1pm. Instructed by Anthony Frangi.

UQ School of Journalism and Communication, Level 2, Building 37 (opposite tennis courts).

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.

3. Keeping your website fresh

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

UQ School of Journalism and Communication, Level 2, Building 37 (opposite tennis courts).

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.

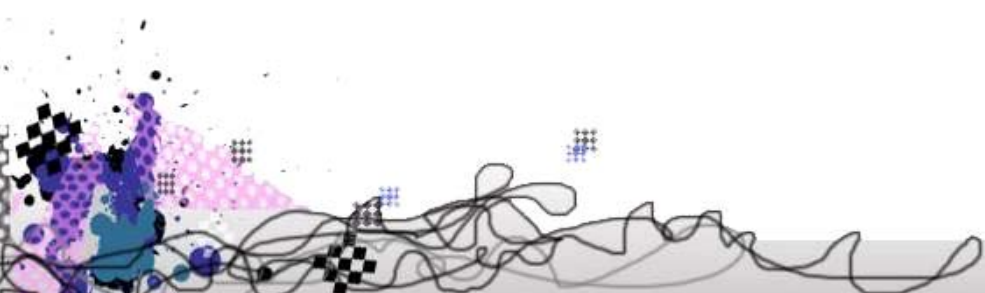
Skye Doherty is an editor, digital producer and media consultant with more than 10 years’ journalism experience. She has worked for media groups in Australia, South-east Asia and the UK, including the Financial Times, where she was an interactive producer. She is currently an industry consultant at the 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.

“The workshop provided real media insights tailored to our organisation”

“The wealth of experience of the trainers + practitioners from UQ was invaluable in giving me new ideas to embed in our organisation’s media strategy”



Registration Form.

Community Media Workshops.

Workshop attending 1. 2. 3. All Workshops

Total cost \$ _____ (\$65 per workshop)

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

Signature: _____ Date: _____

Please return to Volunteering Qld either by:

Fax 3229 2392
 Post GPO Box 623, Brisbane, Qld 4001
 Email registrations@volunteeringqld.org.au

We will confirm your registration. Thank you.