

MEDIA & COMMUNICATIONS TRAINING 2014

- ❖ *Would your community organisation benefit from a more positive media profile?*
- ❖ *Are you prepared to face the media if a crisis affects your community?*

The Victorian Government's Office of Multicultural Affairs and Citizenship (OMAC) is seeking interest from representatives of Victoria's diverse faith and cultural communities who would like to enhance their media and communications skills.

INTERMEDIATE COURSE

This course, with a strong practical skills focus (including interviewing skills and one-on-one support), is designed to provide participants with a foundation of theoretical knowledge and practical skills to understand how the media works; how to use media to advance their organisational and community interests; and how to effectively represent and promote their community to the media.

➤ *Who should attend?*

Established, up-and-coming and aspiring leaders from Victoria's diverse cultural and faith communities looking to develop and advance their communications and media skills.

This course targets people with some experience engaging the media; as well as those who have no experience as yet, but have an interest in learning more about this area.

This course will be delivered over three evenings, and will build participants' general knowledge of the media and understanding of how best to represent and promote their respective communities to the media.

For some participants, this course will be a sound introduction to the world of the media. For others, it will be a means of building on their initial experience and knowledge of the media. Participants will receive personal one-on-one advice and support from trainers, materials and an interview evaluation DVD.

➤ *When and where?*

This training will be delivered over three evenings from 5.00 to 9.00pm: Tuesdays 18 & 25 March, and 1 April 2014. Location: Multicultural Hub – 506 Elizabeth Street, Melbourne.

ADVANCED COURSE

This course is designed to provide high level professional training to senior and/or high-profile representatives of diverse faith and cultural communities and organisations. The course assumes significant understanding of and extensive experience engaging the media. This course aims to sharpen the already strong media skills of participants, enabling them to more effectively represent their communities and organisations and voice the priorities and interests of their constituency.

➤ *Who should attend?*

Established and up-and-coming diverse community leaders with substantial experience engaging the media; and prior participants of OMAC's previously run Media & Communications Intermediate Training courses (in 2008/09, 2010 and 2012).

This course targets people who have a thorough working knowledge of the media, and extensive experience engaging with major media outlets (e.g. interviews, TV and radio appearances, published editorials in major newspapers, etc.).

This course is intensive and individually focussed, and will be a means for participants to further enhance their already strong media skills. Participants will work closely with media practitioners, and receive personal one-on-one advice and support from trainers, materials and an interview evaluation DVD.

➤ *When and where?*

This training will be delivered over one full day (9.00am to 5.00pm): Tuesday 29th April 2014. Location: Multicultural Hub – 506 Elizabeth Street, Melbourne.

OTHER INFORMATION

The application process will be competitive, and is for expressions of interest only; participation will be confirmed with applicants in late February or early March 2014. Successful applicants will take part in the training free of charge, and must be able to commit to attending all sessions.

For more information contact Globe Communications: mcivitella@globecommunications.com.au or davidwn@globecommunications.com.au - or phone (03) 9671 3622.