



# Aboriginal Media Training

## Getting positive stories about your communities and told by you into the media

The Public Health Advocacy Institute of WA in partnership with Healthway is running introductory media workshops for any Aboriginal Practitioners working in regional and remote communities. We know it's pretty scary to be put in front of a TV camera or a radio microphone. But we also know how important it is for Aboriginal people to speak on behalf of their own communities and issues.

These hands-on, skills based and tailored workshops will help you to build that confidence to prepare and do media interviews and write press releases. The workshops will be run regionally and will partner with local Aboriginal media agencies wherever possible. This will help you to get to know your local journalists so you feel more comfortable talking to them.

The skills you learn in the workshops will help you to showcase your organisation, or your specific projects and get your positive messages across in the media.

### **The workshops will run at your pace and be activity based.**

#### **Content covered:**

- Which type of media is best suited to you and your community
- The power of storytelling in the media to enable you to share your news
- Connecting with your local media sources
- How to prepare and be confident in a media interview
- How to answer questions from the media

Interested? Please contact: [sunni.wilson@curtin.edu.au](mailto:sunni.wilson@curtin.edu.au) for more information.