



MEDIA WORKSHOP

**Presented by Australian Association for
Environmental Education
(WA Chapter Inc.)**

**Wednesday 22nd February 2012
Canning River Eco Education Centre, Wilson**

We all know that 'not-for-profit' organisations would like to raise their media profile in order to attract more members, or more funding. Getting into the media often falls by the way side as we get caught up in grant deadlines, reports for sponsors and implementing the projects already on the go.

The workshop will show you what makes front-page news, how to effectively get your sustainability program, project or organisation into the media on a shoestring budget.

As part of the day you will meet and network with a range of people from both the 'not-for-profit' sector as well as the media, and use the information to formulate your own media plan. Connect with students who can help you create your organisations plan for 2012 and beyond.

**Workshops will be facilitated by Karen Kerlin,
Principal, Jam Packed Communications and includes:**

- What does the media need from your organisation?
- How to construct an effective, eye-grabbing Media Release
- The different Media available to you – learn which medium to use for what!
- Creating that front-page photograph!
- Meet a journalist and a photographer – this is your chance to ask what they're looking for
- Social media – a whole new world!
- Develop YOUR OWN media plan for your organisation
- Have a go at creating your own Community Service Announcement for radio!

11.45am – 5.30pm

Cost of the workshop is \$70 for AAEE members, \$100 for non-members, GST included. Lunch and refreshments will be provided.

Places are limited so RSVP to Jennifer Pearson on president@aaee.org.au by 15th February 2012 to secure your spot.



AUSTRALIAN ASSOCIATION
FOR ENVIRONMENTAL EDUCATION
(WA CHAPTER)

