

\$2 TALK

MEDIA BASICS FOR NFPS
-- AN INTRODUCTION

THURS 8 DEC 2011

SACOSS invites you to

MEDIA BASICS FOR NFPS — AN INTRODUCTION

Come and explore what makes a story, how to construct a strong press release, where to pitch the story, how to identify a journalist (and then build a longer term relationship), and how things might go if your issue is picked up, including the key differences between reactive and proactive media.

Celia has a wide range of experience both in and out of the community sector over 10+ years, working in collaboration with the range of media. Ross has substantial experience doing the actual 'front up' work. Together they bring an impressive insight into the wide range of issues that might surround working with the media in a community sector context.

SPEAKERS

Celia Brissenden

Communications Officer, SACOSS

Ross Womersley Executive Director, SACOSS

Special Guest TBA!

Thursday 8 December, 3.30pm-5pm

Followed by networking drinks if you can stay

Entry by gold coin donation

RSVP sacoss@sacoss.org.au — 8305 4222

Marjorie Black House,
47 King William Road, Unley
(enter via Young St)