

**next  
generation  
media**



# A Handbook for Youth Empowerment Through Media Participation

Based on a project co-designed and co-delivered by the National Ethnic and Multicultural Broadcasters' Council (NEMBC), The Centre for Multicultural Youth (CMY) and SYN Media in association with Radio Adelaide Training



*By Rachael Bongiorno from the National Ethnic and Multicultural Broadcasters' Council 2012.  
Photo of participants, trainers and project partners in SYN Media studio. All photos in this report were taken  
by Khalid Omar*

# Introduction

Engagement with media is crucial for young people from Culturally and Linguistically Diverse (CALD) backgrounds. It provides an opportunity for CALD youth to express themselves in a society in which their perspectives are often marginalised, stereotyped or ignored.

**This handbook shows you how to develop a training program to equip culturally diverse young people who are not yet involved in broadcasting with the skills, knowledge, enthusiasm and networks for ongoing participation in the media.**

We particularly want to encourage radio stations to deliver programs like this in collaboration with community organisations servicing migrant and refugee young people. The handbook can also be used by government, community groups and private organisations in the same way.



Mercy Ngun Ceu

With Australia's mainstream media, coming into sharp criticism recently for not representing the cultural diversity of this country, training projects such as this are important as ever to diversify media in Australia, increase the number of CALD journalists and provide the public with an understanding of diverse experiences and perspectives. The National Ethnic and Multicultural Broadcasters' Council (NEMBC) is acutely aware that culturally diverse young people are not just underrepresented in the mainstream media but underrepresented in community broadcasting as well. Therefore, a dedicated, tailored and holistic approach to engaging them is needed to ensure they have a voice in community broadcasting and the mainstream media.

It is well established that community radio is an accessible and engaging way to bring diverse cultures, as well as people of the same cultural community, together in conversation. The main goal of Next Generation Media is to equip culturally diverse young people who are not yet involved in broadcasting, with the skills, knowledge, enthusiasm and networks for ongoing participation in the media.

The handbook was developed out of the pilot project Next Generation Media which was successfully delivered in Melbourne in 2011. The project was co-designed and co-delivered by the National Ethnic and Multicultural Broadcasters' Council (NEMBC), the Centre for Multicultural Youth (CMY) and SYN Media. It was also developed in collaboration with the Registered Training Organisation (RTO) Radio Adelaide Training so that participants gained credit for a Certificate II in Creative Industries.

The NEMBC is able to support you in your delivery of Next Generation Media in your town or city. Please contact us for further information on [youth@nembc.org.au](mailto:youth@nembc.org.au) or (03) 9486 9549.

<sup>1</sup> Holly Byrnes, 'Actor Firass Dirani urges TV bosses to show our true colours', *The Daily Telegraph* February 15, 2012; Holly Byrnes, 'Actor Jay Laga'aia backing race call for Australian TV', *The Daily Telegraph*, February 16, 2012; Andrew Jakubowicz, *Race media and identity in Australia*, <http://andrewjakubowicz.com/publications/race-media-and-identity-in-australia/> accessed May 2012

## Overview: Next generation media pilot project

New Generation Media was first run in Melbourne as a training opportunity for twenty-two young people from migrant, refugee and asylum seeker backgrounds. After months of preparation and an extensive recruitment process, New Generation Media began with a two-week Summer School in which young people undertook the units 'Introduction to the Media', 'Radio Broadcasting' and 'Leadership Training'.

Each project partner coordinated the training module which corresponded with their area of expertise and had their program module approved by the RTO for the Certificate II in Creative Industries. The partnership with an RTO was an important element so that participants can work towards attaining the full accredited qualification (see the Accredited Training section for more details). The Summer School also included some voice and public speaking training and tours of ABC, SBS and community radio studios 3ZZZ and 3CR.

After the Summer School the participants commenced 12 weeks of radio broadcasting at Melbourne's youth community radio station, SYN Media, in teams of four. During these broadcasts, each team was supported by volunteer journalists who were available to workshop their ideas and assist them with program planning. A SYN trainer was also present in the studio to support them with the technical aspects of broadcasting. After the training and broadcasting components were complete the participants graduated in the presence of their friends, families, colleagues and other local organisations. The NEMBC will continue to be available to support the participants with their ongoing participation in community media.



Sahema Saberi and Arek Mamur

# Aims

- Build the capacity of CALD young people in terms of leadership skills and empower them through meaningful participation in the media
- Facilitate young people's connection to heritage, language, culture and identity through media participation
- Create a public voice for young people from diverse cultures
- Provide an opportunity for intercultural dialogue, communication and understanding
- Educate the wider community on the issues and experiences of newly arrived and second-generation CALD young people
- Provide a mentoring opportunity for young CALD media broadcasters
- Provide a strong foundation for continued participation in the media through training and networks
- Diversify media in Australia by increasing the number of CALD journalists
- Lay the foundations for participants to gain an accredited qualification through ongoing participation after basic training

# Rationale

Young people, particularly those from migrant and refugee backgrounds, are underrepresented in mainstream media and community broadcasting sectors. This means that the wider community has limited understandings of their experiences, their ideas, perspectives, their culture, heritage and communities. This lack of understanding can feed negative stereotyping, discrimination, fear, ignorance and racism. Diversifying media producers, spreading knowledge and understanding as well as encouraging cross-cultural dialogue dispels fears and works to extinguish the racism that can have detrimental effects on the lives of not just young people but the wider population of diverse cultural communities in Australia.

Participation in media is crucial for the empowerment of young people from diverse cultural backgrounds, yet few are aware of the opportunities provided by community broadcasting. Consultation by the NEMBC and CMY has shown that while the sector is generally enthusiastic about broadcasting specific language, cultural or youth programs, they cannot always provide the support and training required for sustainable engagement of young people from culturally diverse communities. To address this gap in capacity building, Next Generation Media created a robust and holistic project by bringing together project partners who are experienced in CALD youth work, youth broadcasting and multicultural broadcasting. This project recognised the necessity of a tailored and supportive approach to engaging CALD young people, particularly those who are newly arrived, and provided them with good foundations and ongoing support for continued participation.

This project was a rare opportunity for these young people to learn skills and develop enthusiasm for media participation and therefore represent their own sense of community, identity, language and culture. It also allowed them to speak to their peers and learn how to create media that is relevant, informative, entertaining, unique, engaging and accessible. It facilitated peer and professional media networks which will continue beyond the project itself and provide the foundations for continued participation in community broadcasting and the media more generally.

## Project planning

Although the delivery of New Generation Media did not take place until late 2011, the project partners began developing the project in February 2010. A long gestation allowed for a thorough development of project partner relationships and project roles but was also a necessity due to the length it took to achieve full funding.

One reason for CALD youth underrepresentation in mainstream media is that there are limited opportunities for accessible entry-level media training where they can acquire the skills, knowledge and experience to participate in the media and provide balance in media representation and reporting. This is why this project encourages a collaborative partnership model.

Although community broadcasting is committed to providing access and participation in the media, community radio and TV stations are severely underfunded and may not have the resources and personnel to provide such a holistic and supportive training program to adequately engage CALD youth, particularly those from newly arrived backgrounds. Community organisations also often provide a broad range of support services and do not necessarily have the specific media experience, knowledge and facilities to run this type of media empowerment project. Working closely with a community radio station provides these skills and allows the project partners to complement each others' strengths and experience. The three organisations were thus able to complement each other's strengths and access challenges.

Planning included regular meetings with project partners sharing their ideas, experiences and expertise. However, very early on in the planning process the project partners defined their roles and interactions through a partnership plan, which is explained in more detail on p. 7.

The project preparation also included a focus group with young people from migrant and refugee backgrounds to elicit needs and feedback on the project concept and training program design.



## Key Lessons from the Planning Process:

- A combination of organisations and groups with different capacities and a community radio station need to work together to share skills and resources to make media accessible
- A partnership plan is an integral part of the planning process. It defines the approach of the team of project collaborators as well as the role and scope of each partner organisation
- Including young people in the project planning phase is crucial to making the project relevant, engaging and accessible

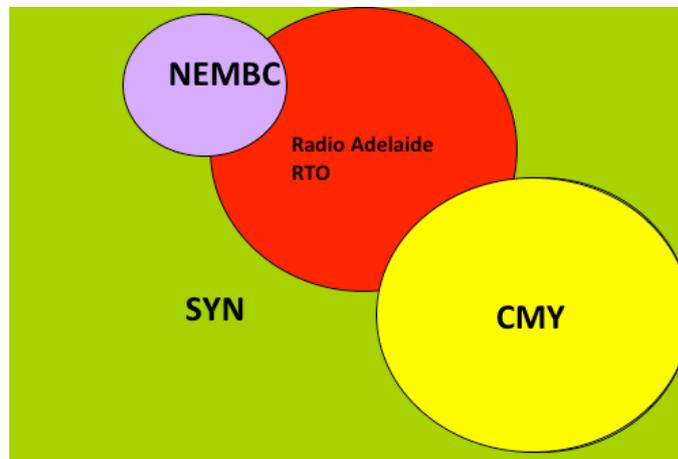


# Partnership

The design and delivery of New Generation Media was collaborative and ground-breaking in terms of the number of agencies involved in sharing resources, skills and expertise. The project was designed and delivered by project partners NEMBC, CMY and SYN Media. Radio Adelaide Training was the RTO which partnered with the NEMBC to facilitate the training going towards a Certificate II in Creative Industries.

Partners NEMBC, CMY and SYN came together to conceive, plan and stage the project as equal partners and adopted a cooperative partnership approach. Mapping the partnership was a very important process and ensured the planning, scope, purpose and delivery of the project was smooth and focussed. The added partnership with Radio Adelaide Training provided a recognised training outcome for participants by starting the process for them to gain a full Certificate II qualification, and aligned the project with the Community Broadcasting Foundation's (CBF) funding priorities for accredited training.

We used the Vic Health partnerships analysis tool to map out what type of partnership we were going to adopt for the project. You can also access this resource from the NEMBC website (<[www.nembc.org.au](http://www.nembc.org.au)>) under 'Resources'. This tool encourages critical analysis on the goals and outcomes of the project and provides greater clarity on what type of partnership you want to adopt, what each partner will bring to the project and the motivations, roles and expectations of all parties.



## Comments from the Project Partners:

*“The NGM participants were highly enthusiastic, dedicated and excited about engaging in a media project. NGM revealed the diversity of young people – in terms of cultures, ages and experiences – who are passionate about being part of the media and their high awareness of the need to increase understanding of their cultures amongst the wider community”.*

Bree McKilligan, Arts and Culture Coordinator, Centre for Multicultural Youth

*“Having a strong and articulate voice in the media is crucial for the wellbeing of young people in society. It works to validate their perspectives and contributions, facilitate a public engagement with culture and language as well as educate the wider community of their ideas and experiences”.*

Rachael Bongiorno, Youth and Women’s Officer, National Ethnic & Multicultural Broadcasters’ Council  
Rachael also noted:

*“This voice in the media is significant as it gives them a chance to represent themselves and challenge prevailing mainstream media assumptions or stereotypes that they often experience”.*

Jonathan Brown who is the Education & Training Manager from Student Youth Network said:

*“Next Generation Media allowed SYN to interact with a talented group of individuals who we normally wouldn’t have access to. We wanted to reach a more diverse breadth of young people in the community and Next Generation Media allowed us to do that. Our organisation is stronger for having more diverse young people sharing their talents, skills and perspectives. We are proud to have these talented young people in our organisation as a result of Next Generation Media”.*

## **Memorandum of Understanding (MOU)**

Drawing up and signing a MOU, which outlines your partnership, roles and commitments to the project and to each other, is also highly recommended. This ensures all partners are of the same understanding in terms of their role and commitments in the project, including the responsibilities and details of the funding and financial elements.

The partnership mapping will assist with your MOU design.

The Next Generation Media MOU included the following elements:

- Purpose
- Context
- Variation
- Review and evaluation
- Organisation and management of the agreement
- Duty of Care
- Financial arrangements & unit information
- Next Generation Media Overall Project Budget
- Key Aspects of the project
- Responsibilities
- Communications (including Marketing and Publicity)
- Settlement of disputes
- Period of the MOU
- Signatures

## **Key Lessons for Developing Partnerships:**

- Sit down with your proposed partners and work through the Vic Health partnerships analysis tool resource or similar: [www.vichealth.vic.gov.au/Publications/VicHealth-General-Publications/Partnerships-Analysis-Tool.aspx](http://www.vichealth.vic.gov.au/Publications/VicHealth-General-Publications/Partnerships-Analysis-Tool.aspx)
- Draw up and sign an MOU which outlines your partnership, roles and commitments to the project and to each other

# Funding

The Next Generation Media applied to a number of funding sources including philanthropic trusts, government departments and local councils. As this was a pilot project which required a great deal of planning, funds had to be sought from a number of sources. We secured funding from the CBF, the Ian Potter Foundation, City of Yarra and the City of Melbourne.

Next Generation applied to the CBF under the Ethnic Project Grants category and the Training Grant category for different elements of the project. The training grant was for accredited 'pathways training' which was based on the Certificate II in Creative Industries. If an organisation wishes to deliver accredited training with a CBF training grant, the organisation or radio station needs to partner and work with a sector RTO to be eligible for this category. For more information on CBF grants please go to [www.cbf.com.au](http://www.cbf.com.au).

In terms of budget considerations, the funding included the provision for:

- A project officer who was the main administrator for the project during the delivery stage. Their role included the recruitment of the participants and support for the participants, trainers and mentors during the training stage of the project.
- Qualified trainers who delivered in the respective modules 'Leadership', 'Intro to the Media' and 'Radio Broadcasting' (you can access trainers through a community broadcasting sector RTO if you do not have access to any through your networks)
- Guest presenters (which included media professionals and current CALD youth broadcasters)
- External Trainers (Voice)
- RTO Costs
- Wages & Salaries
- Superannuation
- Workcover
- Administrative Needs
- Cultural Awareness Training
- Training Course Materials
- Studio Hire
- Marketing (Recruiting Flyer)
- Volunteer Police Check and Working with Children Check (for trainers and volunteer journalist mentors)
- Catering (lunch was provided during the summer school training)
- Venue Hire
- Participants' transport reimbursement for the summer school and broadcasts
- Graduation Venue and Catering



Mercy Ngun Ceu

## Key lessons for gaining funding:

- If an organisation wishes to deliver accredited training with a CBF training grant, the organisation or radio station needs to partner and work with a sector RTO to be eligible for this category
- In addition to the CBF, funding opportunities can also be sought from your local councils as well as state and federal government departments which work in the areas of community development, multicultural affairs, immigration, settlement support, health and well-being and youth
- Take into account costs which might be a burden on the participants and provide financial assistance where needed.

## Recruitment

The summer school was delivered in late January 2012 and recruiting commenced in November 2011. The project was publicised through the networks of all the project partners (community radio, community cultural organisations, local councils, migrant resource centres, service providers etc) and through social media including Facebook and Twitter. The NEMBC and CMY also organised an information night in December 2011 where current youth broadcasters on community language programs discussed their experiences and were available to answer questions. The session was a useful way for the project partners to meet interested candidates and gather a sense of their commitment and motivations for doing the course. It also provided the participants with an enhanced level of understanding on the project and a level of personal engagement which is not provided by written information.

We received a number of applications and chose 22 to participate in the program. The selection was made based on the application form and a conversation, usually in person, with the project officer which established their motivations for doing the course as well as their commitment for the summer school and the subsequent four months.

## Key Lessons for Recruitment:

- Use your partners' networks to publicise the project using a number of different communications channels
- An information session helps to make potential applicants more familiar and comfortable with the project, as well as giving project partners an initial opportunity to meet with potential participants
- Make sure applicants are interviewed in person or over the phone to get a better sense of their interest and commitment
- The flyer and application form used by New Generation Media is included in Appendix A: Publication Examples for your information

# Training

Each project partner coordinated their respective training module which corresponded with their area of expertise. Each project partner employed the trainers who delivered their respective module.

A part-time project officer was employed just before the recruitment and finished up when the participants graduated. The project officer was the main point of contact for the participants and provided the administrative and organisational support for the training program. There were three main elements to the training:

- Leadership Skills
- Introduction to the Media
- Radio Broadcasting
- NB: See Appendix B: Training Modules for a detailed description

It was important to keep activities varied and interactive to keep up the interest and engagement of the participants. Being conscious of different learning styles, different levels of education, different ages and English language skills was also very important.

Starting the training with a short intensive course, in the form of a 'Summer School' was also good for the commitment and dedication of the participants as they treated the opportunity as a valuable educational experience. The intensive nature of the Summer School also had the benefit of the participants forging close and friendly working relationships with their peers. This closeness has undoubtedly contributed to making the project and the radio programs more successful. Maureen O'Keefe who was the trainer commented:

*"Participants demonstrated enthusiasm both for the opportunity to be heard and the opportunity to make a positive contribution to their communities through the medium of radio".*

She also added:

*"It was a privilege to work with these young people and see their keenness to be agents of change for their community. They displayed great enthusiasm for the medium of radio and were able to develop the skills to present meaningful and entertaining programs".*

## Accredited training: Working with a RTO

Next Generation Media included accredited training to provide practical and recognised outcomes for participants. NEMBC partnered with the RTO Radio Adelaide Training to align the training with a Certificate II in Creative Industries. Together with the RTO we mapped out the relevant training units. The RTO also provided resources where needed, based on existing community broadcasting sector (National Training Project) endorsed resources.

The training was entry-level and designed to be a 'pathway' to the full certificate. This included assisting students to develop a portfolio of work to use towards full accreditation in Certificate II in Creative Industries after the initial training provided by New Generation Media. A staged and supportive approach to the training proved effective in building the participants' skills and confidence. 'Pathways' training does not require initial assessment and therefore was appropriate for these trainees who had no prior experience in media and broadcasting.

All students, who went on to do the radio broadcasting at SYN, received Statements of Attendance from the RTO and have indicated their interest and commitment to undertake the full accreditation after the initial project is completed. The NEMBC together with Radio Adelaide Training are now working with the participants to help them complete the full certificate.

## The following modules were applied in the NGM project:

BSBCRT101A Apply Critical Thinking Techniques  
CUFIND201A Develop and Apply Creative Arts Industry Knowledge  
CUSOHS 301A Follow Occupational Health & Safety Procedures  
BSBWOR203A Work Effectively with Others  
CUFAIR201A Develop Techniques for Presenting Information on Radio  
CUFRES201A Collect and Organise Content for Broadcast or Publication  
CUSSOU202A Mix sound in a broadcasting environment  
BSBWOR202A Organise and Complete Daily Work Activities

## Key Lessons for Training:

- Employing a project officer is highly recommended to provide overall coordination of the project as well as providing the main support for the participants.
- Be flexible, responsive and adaptive to different learning styles and skills when delivering your training
- See Appendix B: Training Modules for a detailed guide to the New Generation Media training component
- Radio Station Tours

## Touring Around the Stations

The participants had tours of various radio stations to gain an understanding of how different stations operate and the various roles in radio broadcasting. The station tours were very popular and gave the participants a practical understanding of some aspects of media production and radio broadcasting which we were discussing in class. The stations included: SBS, ABC, 3ZZZ Multicultural Community Radio and 3CR Community Radio.



Sahema Saberi and Arek Mamur

## Mentoring

During the 12 weeks of broadcasting at SYN Media which followed the Summer School training, each team of four broadcasters were supported by a volunteer journalist who assisted with the workshopping of ideas and program feedback. We did a call-out for volunteer radio journalists to our networks and various radio stations around the same time as recruiting participants. Potential mentors were given an outline of the project, mentoring responsibilities and expected time commitment.

As there was a SYN trainer in the studio assisting with the technical aspects of broadcasting, the mentor journalists assisted with program content before and after the broadcast. The mentor journalists included Nhung Luong (former journalist with SBS Radio), Mary Bolling (ABC Radio and The Drum), Simon Winkler (former journalist with SBS Radio's multicultural youth program Alchemy and current 3RRR FM Music Coordinator), Irene Scott (Triple j's Hack program) and Lisa Farrance (3CR Broadcaster). Participants were in email and phone contact with their mentors in the week leading up to their radio program and had a face-to-face meeting at least one hour prior to the program going to air. The mentor journalists also came and introduced themselves to the group and spoke about their media journeys as part of the 'Intro to the Media' Module during the Summer School.

The mentoring component during and post the training ensured that the participants were supported and well-informed about the sector and post-project opportunities for media participation. Both the journalists and mentors thoroughly enjoyed and valued the unique and collaborative experience to get more culturally diverse voices on the airwaves. As Irene Scott, a journalist for Triple j's Hack noted:

*"The Australian media is often dominated by the same few players and to be entirely honest most of them come from a fairly similar background. Rarely do we ever hear from young people from an ethnically diverse background unless something has gone wrong. Like with all youth broadcasting, it's vitally important to give them a chance to tell their side of the story. Not just to represent themselves to older Australians, but to act as a role model to their peers."*

Nhung Luong commented that, *"I have really enjoyed working with the participants on topics such as youth issues, multiculturalism, mental health etc. which directly affects them. Too often, dialogue on these issues do not usually involve those concerned. Next Generation allows participants to discuss what is important to them and involve others as well"*.



She also added:

*“The only major source is SBS but even then, that is language specific. There is nothing that allows for young migrant youth to have an ongoing platform to debate those issues that affect them”*

Simon Winkler who was a former journalist at SBS’s Alchemy program commented:

*“In the Australian media landscape there is certainly a limited number of opportunities for young people of culturally and linguistically diverse backgrounds to express themselves and share their stories. NGM facilitates important access to media channels, and has a profound impact on the confidence of aspiring media producers from culturally and linguistically diverse backgrounds to create engaging radio content. In turn this ultimately strengthens media representation for a much wider cross-section of contemporary Australian society”.*

## **Key Lessons for mentoring:**

- Mentors provide valuable program feedback, assist with program development and ensure that the participants are supported and well-informed about the sector and post-project opportunities for media participation
- Use partners’ networks to recruit suitable and enthusiastic mentors
- Thoroughly inform mentors about their role and time commitments



Mercy Ngun Ceu

# Graduation

The Next Generation Media graduation night was held on the 4th of May 2012 and it was a great success. Nineteen of the NGM participants attended the ceremony at SYN Media's The House of SYN in Carlton. NGM participants Monga Mukasa from Shepparton and Thakur Adhikari from Albury, NSW also came along. The speakers for the night included the Community Broadcasting Foundation's (CBF) Grants Administrator Jo Curtin and Yvonne Kelley, Acting CEO / Manager of Community Relations at the Victorian Equal Opportunity and Human Rights Commission (VEOHRC). Participant Monga Mukasa sang one of his own songs, accompanied by his sister, and participant Areej Nur introduced short segments of audio files from participants' on air shows to each NGM participants. The SYN Media broadcasting team and each participant received a certificate while the journalists each received a small gift of thanks.



# Outcomes

All of the participants successfully completed the Next Generation Media Summer School, and all of the Melbourne participants completed the weekly radio broadcasts on SYN Media.

The participants have presented programs on a number of topics relating to CALD young people including settlement experiences, education, culture, family, heritage, languages, love, music and faith.

This chance to have a public platform to voice the experiences of CALD young people was very well-received by all involved and the training program has given them the skills to represent themselves in a supportive media environment. As 23 year-old Arek Mamur attests:

*“Next Generation Media helps youth understand that their voices or stories can’t be heard until they take an active role themselves. There is a Sudanese saying that says ‘Who feels it, know it’”.*

For Sahema Saberi, a woman of Hazara heritage who started a Harazargi radio program with New Generation Media teammates, reflects on the unique opportunity New Generation Media gave her:

*“As a young person from a migrant background, we do not know enough to represent ourselves in the media.... One of the best parts about such trainings is that you get together with people who have similar issues, goals and language barriers and to overcome [them], we were taught the skills”.*

Nirvana, who is from a Nepali background, encourages young people to get involved in radio broadcasting:

*“Projects like NGM are important because they allow young people to explore in depth an area that they have never encountered before. Prior to doing this program, being on the radio did not ever seem like a possibility in my life, but now here I am, being able to broadcast every fortnight, with my own material that I have prepared. It is a really rewarding feeling, and makes me think, if only I was able to get involved sooner! I definitely do not want others to miss out on such a great experience”.*

## Pathways

*The training program as well as the networks created with the project partners has meant that the participants are well informed about pathways for continued participation in the media.*

*The project also aimed to have around two participants from the same cultural group to sow the seeds for a strong basis for a cultural or language specific youth program at SYN Media or another station such as 3ZZZ FM or 3CR after the project.*

*Three of the New Generation Media participants, for example, have started a radio show for the Hazara community in Melbourne. It is one of only two Hazaragi radio programs in Australia (the other program is on 4EB Radio in Brisbane). The program is called Tak (meaning 'unique') is broadcast on SYN 90.7 and online every Saturday from 1pm-2pm. New Generation Media graduate Hashmat started the program with his teammates Sahema and Farzana to address the absence of a local radio service for the Hazara community in Melbourne.*

*Hashmat said the training provided him lots of learning opportunities. He said "I found NGM a good opportunity to learn about media in Australia and experience a radio life for the first time. We were really friendly with each other and had a wonderful time during the course. We also had a great time on graduation night and got together again. Friendly environment during the NGM course made me to have lots of friends afterwards".*

*Other Next Generation Media graduates seek to join other existing programs on SYN or another local community radio station. For more information on engaging young people in community broadcasting, please contact the NEMBC on (03) 9486 9549, [admin@nembc.org.au](mailto:admin@nembc.org.au) or visit our website [www.nembc.org.au](http://www.nembc.org.au)*



Tak presenter and NGM graduate Farzana Sharriffie

# Appendix A: Publication Examples

Flyer and application form



The flyer features a dark red background. At the top, the words "NEXT", "GENERATION", and "MEDIA" are stacked vertically in a white, 3D block-letter font, each within a red rectangular box with a blue border. Below this, the text "SUMMER SCHOOL" is written in white, followed by "16-30 JANUARY 2012" and "10AM-4PM WEEKDAYS" in a smaller white font. The bottom half of the flyer shows a photograph of two young women wearing headphones and speaking into microphones in a radio studio. A black banner at the bottom of the photo contains the white text "Have your voice heard in the media".

**NEXT  
GENERATION  
MEDIA**

**SUMMER SCHOOL**  
16-30 JANUARY 2012  
10AM-4PM WEEKDAYS

Have your voice heard in the media

## Are you 16-25 years old?

## Do you want to learn media skills?

We are seeking 15 to 20 motivated young people to learn leadership and radio broadcasting skills, and have their voices heard in the media. This training is open to any young person aged 16–25 from a migrant, refugee or asylum seeker background.

With the support of professional journalists, the **Next Generation Media** training includes the chance to broadcast a show on SYN Media (February–mid April).

**Training is free & can be used towards a Certificate II in Creative Industries.**

### INFORMATION SESSION:

6–7PM 8 December  
 CMY 304 Drummond Street, Carlton 3053

[See map below](#)

### APPLY BY CONTACTING:

Bree McKilligan  
 Arts and Culture Coordinator  
 Centre for Multicultural Youth (CMY)  
 E [bmckilligan@cmynet.au](mailto:bmckilligan@cmynet.au) M 0401593300

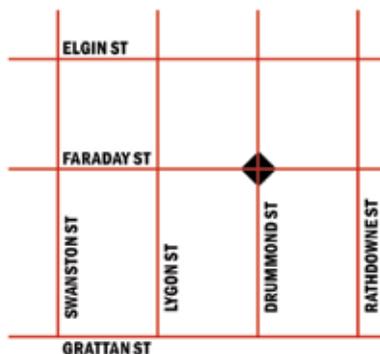
#### PROJECT PARTNERS



#### IN ASSOCIATION WITH



#### SUPPORTED BY



NGM is produced by CMY, the National Ethnic Multicultural Broadcasting Council (NEMBC) and SYN Media in association with Multicultural Media Exchange (MME)



### Application Form

Please complete and submit the following application form. These details will not be disclosed to anyone outside of the Next Generation Media project partners who are the Centre for Multicultural Youth (CMY), SYN Media and the National Ethnic and Multicultural Broadcasting Council (NEMBC) as well as our associated partner the Multicultural Media Exchange (MME) without your prior permission. **Please print CLEARLY.**

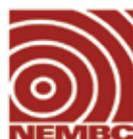
<b>Name</b>	
<b>Gender</b>	
<b>Date of birth</b>	/ /
<b>Cultural background</b>	
<b>What language/s do you speak at home?</b>	
<b>Address (with postcode)</b>	
<b>Home phone number</b>	
<b>Mobile phone number</b>	
<b>Email address</b>	
<b>What are the best ways to contact you?</b>	<input type="checkbox"/> Home phone number <input type="checkbox"/> Mobile number <input type="checkbox"/> Email <input type="checkbox"/> Facebook
<b>How did you hear about Next Generation Media?</b>	
<b>Why do you want to be part of this training project?</b>	
<b>What do you think</b>	

<b>about the representation of young people in the media?</b>	
<b>What are your interests in radio?</b>	
<b>What do you hope to do with your skills and knowledge after the project finishes?</b>	
<p><b>To be part of the program you need to make the following commitment:</b></p> <p>1. Be available to participate in the program from January 2012 to May 2012</p> <p>This includes 4 days a week for 4 hours between the 16 to 30 January 2012 and a commitment of a 1 hour radio program every fortnight for 3 months (February to April).</p>	
<p><b>Applicant Name</b> _____ <b>(print name)</b></p> <p><b>Applicant Signature</b> _____ <b>(sign)</b></p> <p>(If under 18 years old, parent/guardian to sign)</p> <p>Parent/Guardian _____ <b>(sign)</b></p>	

If you have any questions or would like any more information, please contact **Bree McKilligan**  
 Email: [bmckilligan@cmymy.net.au](mailto:bmckilligan@cmymy.net.au) Phone: 9340 3700 Mobile: 0419 779 553

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**This is a joint project between the Centre for Multicultural Youth (CMY), The National Ethnic and Multicultural Broadcasters' Council (NEMBC) and SYN Media**



# Appendix B: Training Modules

## Leadership Training

This training was based on CMY leadership training resources. The two-day leadership training component included the following elements:

**Daily Icebreakers & Energising activities:** These exercises were so that participants could get to know each other. The energising activities kept people's energy up through the day.

- Take three plastic drinking straws and using each one to say something about yourself. Then everyone gets up and walks around the room trying to remember something about someone else, if they remember correctly, they take one of their class mate's straws and the person with the most straws after three minutes wins
- Go around the room and asking people to tell the story or meaning behind their first name or surname

**Team Building:** This teaches participants about different leadership styles, different roles and positive and effective communication.

**Creating a Team Charter:** Participants develop their team's rules by writing what they do and do not want to see happening in the group over the three days of training.

**Daily Evaluation:** Every day participants were asked: What did you like most? What did you learn? What did you least enjoy? What can we do better?

**Other components of leadership training included:**

- Meaning of Leadership
- Leadership Skills
- Roles of a Leader and Relationships
- Decision Making
- Values
- Conflict Resolution
- Exploration of Issues and Topics for the Programs
- Project Planning and Management
- Working with the Media as a Community Spokesperson
- Assessing Funding and Grants
- Voice Training

# 1. Introduction to the Media

This training was designed and delivered by Maureen O’Keeffe  
The components of Introduction to the Media included:

- Media in Australia
- Radio in Melbourne
- Different Radio Stations and Styles
- Forming and Maintaining Radio Teams
- Team Activity: Design your radio program and editorial policy
- What Makes News?
- Where do Stories Come From?
- Angling a Story
- Making Engaging Radio
- Getting Media Attention
- Intro to Media Law and Community Broadcasting Codes of Practice

This component also included guest speaker presentations from media professionals as well as young broadcasters who currently present a community language program.



Project Partner Jonathan Brown during training at SYN Media



SYN Media Trainer Georgia Moodie and Participant Hashmat Najib

## 2. Broadcast Training

This training was based on SYN training resources

This component covered some of the mechanics of producing a radio program. IT included:

- Introduction to SYN Training
- Introduction to the SYN Studio
- Panel Operation
- Recording a Live Demo
- Building a Radio Programme (running sheets, scripting and planning a program)
- Basic Broadcast Law
- Basic Audio Editing and Recording
- Refresher of Basic Technical Skills and Studio Time
- Demo Preparation
- Preparing Music, Running Sheets, Scripts etc for Demo Recordings
- Demo Recordings
- Feedback and Wrap-Up