

# MEDIA MOVES 2007

A conference on understanding,  
shaping and creating media for  
social change

featuring presentations,  
stories and discussions led by

Patrick Nevin

Irish Travellers Movement

Dr. Mark Garavan

Shell to Sea campaign

Rose Tuelo Brock

Journalist & Campaigner

Michael McCaughan

Ex Irish Times Latin America Corr.

Tomás Ó Síocháin

TG4 news Editor

Clare Herbert

SpunOut.ie Youth Editor

and afternoon workshops

Media 101

a beginners guide to understanding media

D.I.Y Media

creating websites, newsletters, magazines etc.

Level Three

getting on the national agenda

with an evening documentary  
hosted by Galway Film Centre

Chair

Lelia Doolan

Former RTE producer

10.15am – 4pm

**Friday, June 8th**

Menlo Park Hotel, Galway

[www.mediaconference.ie](http://www.mediaconference.ie)

T:0863825123 E-mail:[david@mediaforum.ie](mailto:david@mediaforum.ie)

€50 waged, €20 unwaged, bursaries available

Info, bookings and programme online

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# MEDIA MOVES 2007

10.15 | REGISTRATION

10.30 | WELCOME

Intro by Chair (Lelia Doolan)

10.40 | PRESENTATIONS 1-3

Images of Gender & Race (Rose Tuelo Brock)

Representation of Youth (Clare Herbert)

Global stories retold (Michael McCaughan)

11.40 | PRESENTATIONS 4-6

Culturing Audiences (Tomás Ó'Siocháin)

Inside the Rosspport Five (Mark Garavan)

Portrayal of Travellers (Patrick Nevin)

12.30 | PLENARY session discussion

13.00 | LUNCH

14.00 | PARALLEL WORKSHOPS

Media 101 (Michael McCaughan)

DIY Media (Robbie Sinnott)

Level Three (Dearbhail McDonald)

15.30 | CONCLUSION

16.00 | CONFERENCE CLOSES

16.30 | FILM SCREENINGS

## Conference Chair | Lelia Doolan

Lelia will chair the conference and facilitate the questions and answers after each presentation and the open forum plenary discussions.

*Lelia worked as a producer/director in RTÉ, founding the influential Seven Days current affairs programme and was the Artistic Director of the Abbey Theatre from 1971-73. She is a former chairperson of Bord Scannán na hÉireann/the Irish Film Board.*

## booking information

book online at [www.mediaconference.ie](http://www.mediaconference.ie)

or send your details:

Name | Organisation |  
Contact tel | Email  
Fee | Payment method |  
Conference Expectations |  
Workshop preference

to: [david@mediaforum.ie](mailto:david@mediaforum.ie)

MediaForum, 17 Hanover St West, Dublin 8.

*please make cheques payable to :  
Galway One World Centre.*

## p1. Images of Gender & Race | Rose Tuelo Brock

An examination of gender and race labelling and judgements of in the media, and how and where progress should be made.

*Rose, a former teacher, is a native of South Africa now living locally and writing a column in the City Tribune. She is a founding member of GOWC.*

## p2. Representation of Youth | Clare Herbert

An analysis of the relationship between media and youth.

*Clare is a student in NIU Maynooth and a Youth editor with SpunOut.ie.*

## p3. Global stories retold | Michael McCaughan

A look at the untold stories behind the major global development issues of our times.

*Michael is a freelance journalist with over 20 years experience of covering development stories.*

## p4. Culturing Audiences | Tomás Ó'Siocháin

Editors simultaneously guess what the audience desires, and nurture their appetites for media content. How do they balance these seemingly opposing responsibilities.

*Tomás is programme editor for TG4 and RTÉ Nuacht.*

## p5. Inside the Rosspport Five | Dr. Mark Garavan

Lessons and learnings from inside the Rosspport Five media campaign.

*Mark worked for five years managing the PR campaign of the Rosspport Five. He is a lecturer in Sociology in GMIT and a senate candidate.*

## p6. Portrayal of Travellers | Patrick Nevin

A presentation focusing on the relationship between the media and Travellers, using some particular examples of media treatment of Travellers.

*Patrick is a Traveller who has been involved in the Traveller cause for over 7 years.*

## w1. Media 101 | Michael McCaughan

Press releases and notifications, radio and TV interviews and an introduction to media strategies.

*[see previous entry for Michael's information]*

## w2. DIY Media | Robbie Sinnott

Blogging, podcasting, videocasting, accessing community radio. The technical, financial and strategy ins and outs of DIY Media.

*Robbie is currently a contributor to Dublin's NEAR FM and was previously an editor with indymedia.ie.*

## w3. Level Three | Dearbhail McDonald

The Dos and Don'ts of press conferences, planting your story, the right connections, growing your media address book.

*Dearbhail is the Legal Affairs correspondent with the Irish Independent. A graduate of TCD School of Law and DCU School of Communications, she is also a board member of MediaForum.*