# Our Media Matters: CSA script ideas…

## Introduction

These are just ideas to get you thinking about audio grabs you could record and play on air. You can do them as CSAs, as vox pop interviews, in language, in English, with music or on their own. We would love for you to make them your own, so edit them any way you like. We’re hoping they will spark some ideas about how to share stories from your team on air.

And we would love to share them out too! Send through your recordings to [claire@firstnationsmedia.org.au](mailto:claire@firstnationsmedia.org.au)

### Our Media Matters

1. **Jobs & Skills**

Our media matters because the First Nations media industry provides meaningful jobs and skills for our people. Our radio and television stations employ over 500 media workers across Australia. I’m one of them….

*(My names is XX and I’ve been working for XX station for XX years.*

*I like it because…. Or, it’s important to me because….share your story here)*

Our Media Matters.

1. **Identity**

Our media is our identity. First Nations radio, television and online services tell our stories every day. There are more than 60 Indigenous radio stations in communities across the country sharing our culture and keeping it strong.

*(My names is XX and I’m from XX*

*Our media matters to me because….share your story here)*

Our media matters. For more information go to first nations media dot org dot au

1. **More than radio**

Our media is more than radio. It strengthens communication, communities, culture and employment. Our media connects and empowers our mob.

*(My names is XX and I’m from XX*

*Our media gives me a voice to….share your story here)*

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1. **Different voices**

Voice 1: Our media matters.

Voice 2: Our media entertains.

Voice 3: Our media is our voice.

Voice 4: Our media educates.

Voice 5: Our media connects our communities.

Voice 6: Our media saves lives.

Voice 1: The First Nations media sector is radio, print, television and online services across Australia. We are telling stories and sharing information across all platforms. Our industry has been broadcasting and sharing our local stories for forty years. We are connected. Our media matters.

1. **Languages**

Did you know there are more than 25 languages broadcast on First Nations radio stations across Australia every week? Our media matters because it preserves and strengthens our languages.

*(My name is XX and I broadcast in XX and XX language on XX station.*

*I like doing it because…..share your story here).*

Our media matters.

1. **Educates**

Our media organisation is a training ground for our voices and a way to connect with the wider community.

Our media matters because it teaches people about our culture.

(*My name is XX and I have learned …..from working in media.*

*OR*

*My name is XX from XX program. I get feedback from listeners saying they have learned ….. share your story here).*

Our media educates. Our media matters.

1. **Sector story**

Did you know there are 60 First Nations radio services broadcasting to more than 235 locations across Australia? Plus we have dedicated TV services, print and online media to tell our stories across all media platforms. The First Nations media industry has been broadcasting for 40 years and proud of the strong history our media sector has built.

We’re reaching about half of our mob across the country, but we want to reach everybody! We’re talking to 91 per cent of our mob in remote communities every week. Sharing information, news, connecting people, telling stories and playing some great music.

Help us spread the word. Look for the hashtag, Our Media Matters on social media or get on the First Nations Media Australia website.

Our media matters.

### 9 Calls For Action CSA base script.

The First Nations media sector is making 9 calls for action to help our radio, television, print and online services provide essential information to communities across Australia, now and in the future.

We want to:

strengthen our news services

provide more jobs, training opportunities and career pathways

upgrade infrastructure to reach our audiences across all platfroms

preserve and maintain our important archives

and bring you great new content made by Aboriginal and Torres Strait Islander people.

There’s a lot of work to do and we’re seeking support from Government and other partners to move the First Nations media industry forward because Our Media Matters.

Go to first nations media dot org dot au for more information and join our campaign on social media. Our Media Matters.