

STORYTELLING & MEDIA MESSAGING



Facilitated by **Natasha Jung** | Founder, CEO & Executive Producer of Cold Tea Collective

What makes a good story? Is it timeliness? Is it novelty? Celebrity endorsement? Or is it the specificity to speak directly to your intended audience?

Natasha Jung, the Founder, CEO & Executive Producer of Asian Canadian/American media outlet Cold Tea Collective, will introduce the foundational elements of telling a good story that is newsworthy and excites communities.

Having interviewed notable names such as Simu Liu, Michelle Yeoh and more, Natasha will teach you how to pitch and promote your upcoming project or event to get media coverage and promotional opportunities, with community in mind.

This workshop is for anyone who runs community projects, events, or initiatives, and wishes to learn more about impactful storytelling and how to get their stories picked up by the media.

Register today at rcrg.org/Storytelling

