**Optometry Australia members: Media engagement form**

To help us to continue to generate engaging and informative content in the media via our Good vision for life campaign, Optometry Australia is open to working with a select group of members from around the country who can participate in media opportunities by providing expert commentary on a range of eye health topics.

We also want to work more closely with our members to share any interesting patient case studies that you might have and indicate their potential for media profiling.

**Tell us more**

To enable us to put you and/or your patient forward for relevant opportunities, we ask that you please complete the below form and submit it via email to media@optometry.org.au.

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| **Media interviews** | **Yes** | **No** | **Comments** |
| Would you be comfortable and willing to speak to a journalist about optometry and eye health topics? |  |  |  |
| Are you open to appearing in online media? |  |  |  |
| Are you open to appearing in print media? |  |  |  |
| Are you open to taking part in live radio interviews? |  |  |  |
| Are you open to taking part in pre-recorded radio interviews? |  |  |  |
| Are you open to appearing on television as part of pre-recorded coverage? |  |  |  |
| Have you undergone media training previously? |  |  |  |

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| **Good Vision For Life content** | **Yes** | **No** | **Comments** |
| Would you be interested in appearing in content across the Good Vision For Life website, specifically blog articles? |  |  |  |
| Would you be interested in appearing in content across the Good Vision For Life social channels, specifically Facebook and Instagram |  |  |  |

So we can put you and/or your patients forward for relevant interview requests, we ask that you please provide as much detail as possible throughout the next section.

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| **Area of expertise** | **Comment** |
| Please provide us with more information on your area of expertise; specifically what topics and eye health issues you feel most confident speaking to and have greatest knowledge of. | **[Please list your areas of expertise here in detail]** |
| What topics and eye health issues would you *not* like to provide commentary on? | **[Please list topics here]** |

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| **Patient involvement** | **Yes** | **No** | **Comments** |
| Do you think your patients would be interested in appearing in the media as case studies? |  |  |  |
| When media requests for patient case studies are received, would you be comfortable with Optometry Australia reaching out to discuss the opportunity? |  |  |  |
| Do you have any unique patient stories that stand out and may be of interest to the media? If so please provide a brief summary of their story, whilst respecting patient confidentiality. |  |  | **[Please provide more information here]** |

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| **Contact details** | **P** | **E** | **Comments** |
| Do you prefer to be contacted via phone or email? |  |  | **[Please provide your contact details here]** |

**What happens now?**

Optometry Australia will keep the above information on file and reach out if any relevant opportunities or interview requests arise.

Thank you so much for expressing interest in supporting Optometry Australia in educating Australians about their eye health and the importance of seeing an optometrist on a regular basis.

We look forward to hearing from you.