

MEDIA TRAINING AGENDA
by Scott Crow

..... **Introductions:**

(group reminder about inequalities in society and sharing knowledge. this can be used to set the tone)

- everyone has a piece of the truth
- everyone can learn
- everyone can facilitate (teach)
- no one knows nothing (we all have experience & information to share)

..... **Agreements:**

- step up, step down (if you talk too much step back or if you are quiet step up)
- try to use "i" statements or speak for yourself. to keep people from universalizing 'their' experience.
as we all have different experiences and values.
- confidentiality (if necessary for a safe place to talk)
- take risks (if you don't usually participate give it a chance...have some trust.)
- actively listen (don't just think about what 'you' are going to say. listen to what others are saying)
- don't use acronyms (unless you want people to feel left out on not in the know. for example,

A.R.A.

- say Anti Racist Action).
- respect others in workshop/critique behaviors not the person. (remember we are ALL still learning)
- avoid defensiveness (be open to legitimate critique of ideas, patterns or behaviors.)
- be on time (be respectful of the value of others time).
- take what you want and leave the rest (as far as information gained in workshops).

..... **Agenda Review:**

..... **Why speak to the media?**

..... **Corporate/Mainstream media and Independent/grassroots media**

Q. What do we mean by 'corporate/mainstream' media?

(open discussion & definitions. Examples: ABC, CBS, NBC, CNN, Fox News)

-J. Stauber of PR watch estimates that 40-60% of what we see or read in the media as 'news' on any

given day is PR driven

-Is media biased to certain groups of people? (class , race, gender and marginalized communities discussion)

..... Q. What do we mean by 'Independent/grassroots' media?

(open discussion & definitions, Examples: Indymedia, Texas Observer, NOKOA, the Nation, Z Magazine, Pacifica Radio, cable access.)

..... **Types of Mediums and how you will handle them differently:** (cover if necessary)

PRINT
RADIO
TV

BREAK (10 MINUTES) FOLLOWED BY GAME (ALL MY FRIENDS)

..... **How to do a 'press release' and 'media advisory':**

Q.what is a press release? what are its functions?

who, what, when , where, why

mechanics & elements of putting it one together

when, & where to send them

'media advisory' (AP calendar)

special considerations in handling Civil Disobedience' actions

..... **What makes your event media worthy. (or Why didn't the media come?)**

visuals,

conflicts (real or imaginary?),

hook,

timeliness (to an issue, news topic, holiday etc.)

..... **Messaging or How to get your words out:**

-fundamentals to think about before you send the press release or show up at the event

-what will the opposition be saying and how to counter it (refer to page)

..... **Media Spokes person:**

Q.what is a media spokesperson?

how do you do it?

who should do it?

what are the biases built in from 'mainstream' media?

class/race/gender lens or framing

using different types of people to spokes to different types of media & for different events.

..... **Media 'wrangler'**

Q. what is a media wrangler?

- why would you want to have one at an event?

-examples of how a m.w. can be used if a dissenting voice is talking (shouting down, surrounding, blocking their signs etc.)

..... **How to speak to the media so 'they' can understand.**

-techniques for pre-recorded interview

-'sound-bytes'

-mainstreaming

-building credibility (and why sometimes you might want to challenge the media's bias against "underserved people)

- talking points

-KISS (keep it short and simple)

-'bridging'

-staying on message

- techniques for LIVE interviews

- on the record, off the record

- if you stumble, tell reporter that you need to start over.

- remember to breath. If necessary, before answering a question, stop, take a breath, then answer.

..... **Things you might want to avoid during interviews:**

- lingo/acronyms

- smoking

- hands

- um's and ahhh's

- don't look into the camera
- don't try to explain everything (remember soundbites)
- remove hats/sunglasses
- don't be flip or sarcastic

..... **Examples of bad/good interviews** (this is prerecorded video or discussion examples)

..... **After the action:**

- to build media relationship, send thank you notes to each reporter that interviewed you (be brief)
- watch and record all you media coverage (for future reference, etc)
- keep records of which media outlets covered your events

..... **ROLE PLAY interview scenarios**

(record or practice interviews on a subject so participants can see themselves and practice)

More Questions for Discussion: (for appropriate groups/time)

- Is media appropriate for ALL events?
- Do you want to tailor your event to the corporate media?
- 'netwar' concepts about controlling 'our' image
- Editing footage/ sending your pictures to corp. media

<http://mediafilter.org/CAQ/cag55.prwar.html> (article on pr attack on activist)

..... **Debrief**