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

Example 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/caq55.prwar.html (article on pr attack on activist)

Debrief