



## *Two Mini-Courses for Unions and Community Organizations*

# GETTING MEDIA COVERAGE FOR YOUR ISSUE OR EVENT

Saturday October 10 – 9am-1pm – location TBA

Activist groups often feel ignored and bypassed by the media. What can we do to increase our chances of getting coverage for events and issues despite the obstacles we face?

- *Understanding the Media* corporate and alternative. What's news? What's not? Logistical considerations and timing.
- *Planning your media strategy.* Cultivating relationships with media workers. Framing your issues. Getting clear on your goals and talking points. Selecting and training spokespeople.
- *Media advisories and press releases.* What's the difference and how do you write them? Upping the odds on coverage - Keeping your media list up-to-date and targeting
- What should go in a *press packet?*
- Social networking and on-line organizing.
- *Follow-up* for better coverage.

We will invite media workers to explain what they do and the constraints on them. You will draft a press release and we will critique. You will also draft talking points for spokespeople.

## HOW TO ORGANIZE A RALLY OR PROTEST

Saturday November 7, - 9am-1pm - location TBA

We do rallies and protests because they build our power. Whether they are for contract bargaining, political reform, a social issue or to solve a community problem, it's important to plan with clarity for maximum impact. This hands-on class will help you and your organization develop your analysis and give you the tools to pull it off successfully.

It will cover

- *Getting clear on your goals.* Analyzing your capabilities, planning to maximize them, and picking and researching the target.
- *Framing* the issue
- *Planning the action.* Timing for impact. *Tactics* to deliver the message (pickets, rallies, direct action). Making it fun, effective, and attention grabbing (signs, chants, music, symbols)
- *Legal* restraints and permits
- Maximizing *turnout*
- Day of the action responsibilities
- *Media* (basics, the rest to be covered in the other class)
- Post-event *evaluation*

Instructors will be Judy Ancel, Lara Granich, and others.

Call to reserve space: 816-235-1470

Co-sponsored by The Institute of Labor Studies and Kansas City Jobs with Justice.

Cost: \$40 for each class, \$70 for both. Jobs with Justice members: \$25 each class.

