MULTICULTURAL COMMUNITIES' LEADERSHIP IN ACTION PROGRAM 2022: CONFIDENCE IN MEDIA AND ADOVCACY BOOKLET

CONTINUED LEARNING

NAME:

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WORKSHEET 1

CONFIDENCE IN MEDIA AND ADVOCACY

YOUR GOALS:

WHAT DOES ADVOCACY MEAN TO YOU?

WORKSHEET 2

ADVOCACY MIGHT BE:

Speaking up and drawing the community's attention to an important issue.
Participating in decision-making processes which affect your lives.
Working with other people and organisations to make a difference.
Changing the policies, positions or programs of any type of institution.

ROLE OF THE MEDIA

Media shapes public opinion, mobilizes community activists, and influences decision-making to create a change in policy.
Activity 1 (discuss in groups)

WHAT KINDS OF DIFFERENT MEDIA CHANNELS DO YOU KNOW?

WHAT IMPACT HAVE THEY HAD ON YOUR CONVERSATIONS?

SPEAKING UP

Here are some ideas to help you feel more comfortable to speak up in all situations from comversational to interviews and public speaking.

| CHECKLIST 1.	TIPS
• Clarity about the subject • Know your audience • Know your interviewer/reporter • Story angle • Key messages • Possible questions • Location • Duration	• Nothing is off the record • Prepare, prepare, prepare • Presenting is a performance • Maintain eye contact & a warm facial expression • Don't talk about sensitive information • Avoid responding with 'No comment.' • Use data, proof, experience and stories as examples • Listen

1.   Checklist and tips adapted from Change Architects, Media Advocacy and Public peaking Workshop 14 April 2018

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WORSHEET 4

CONTROLLING THE CONVERSATION ABC'S FRAMEWORK 2.

Develop and deliver key messages to respond in tricky conversations.
Get an understanding of what your audience knows now and what they care about.
What do you want them to think instead?

A Acknowledge the question

B Bridge to your key message

C Conclude your message with proof
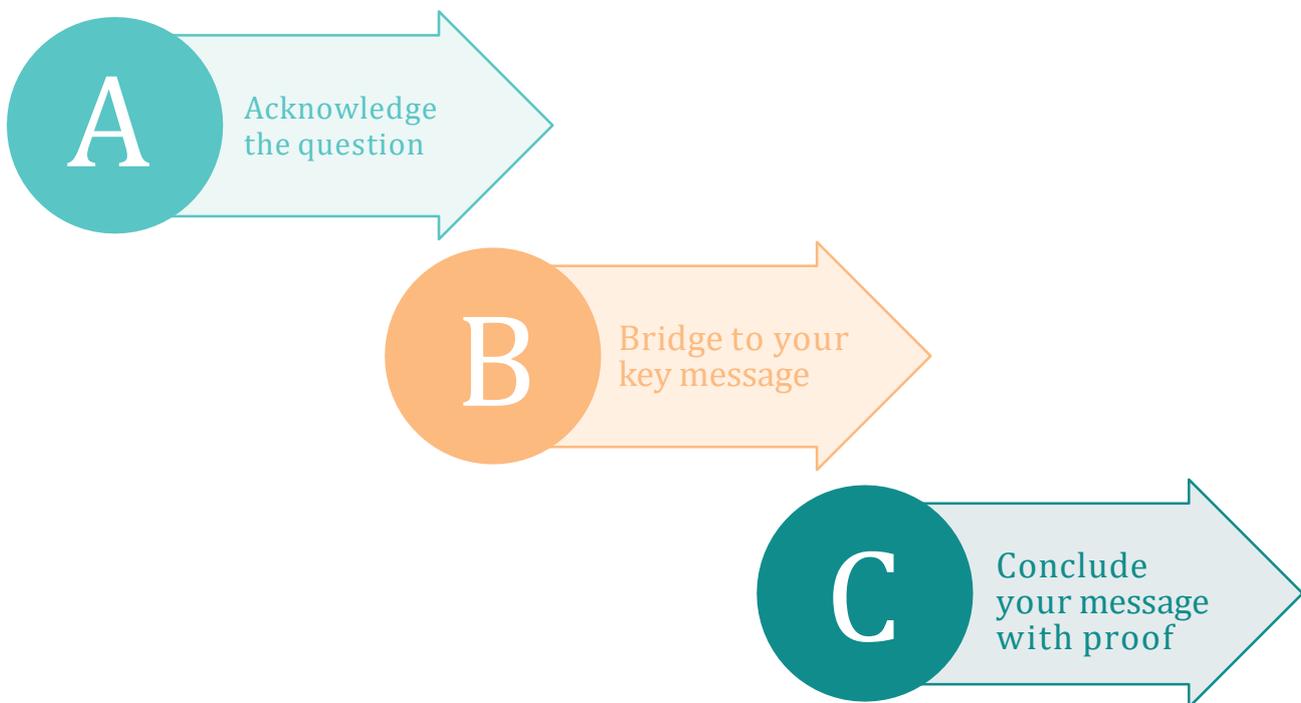
2. ABC framework attributed to Change Architects, Media Advocacy and Public Speaking Workshop, 14 April 2018

BRIDGING:	HOOKING:	FLAGGING:
Yes, that was the problem in the past and that is why we are now…	That is just one of the ways…	The most important point is…
It's a valid question though people are more interested in…	In addition to that…	That one thing you should remember is…
I don't know the answer to that, but I do know…	We also…	The key takeaway from this is…
That's the way it used to be, but today…		

WORKSHEET 5

ACTIVITY 2 3.

Within your pair, think of a conversation and develop a short two minute response to influence the audience and help them understand your side of the story.

AUDIENCE:	WHAT DO THEY THINK/DO NOW?	WHAT DO YOU THINK THEY SHOULD THINK/DO?
Allies		
Non-allies (disagree)		
Others (unknown)		

MESSAGES	PROOF

3. Worksheet re-created from Change Architects, Media Advocacy and Public Speaking Workshop, 14 April 2018

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WORKSHEET 6

CAN WE USE MEDIA TO ADVANCE OUR POSITION?

WHAT MEDIA ARE WE GOING TO USE TO INFLUENCE OTHERS?

Remember…

"Never underestimate the power of people to change behaviour and thinking of government. This sector has many, many strengths but we need to remind ourselves sometimes because we forget our own power."

- Marc Purcell, Director of the Australian Council for International Development