WHAT IS THE MEDIA AND WHY WORK WITH THEM? (WM1L)

Module
Working with the Media (WM)

Format
Presentation and group discussion

Purpose
This presentation contributes to the module learning objectives by defining media and highlighting the benefits and challenges of working with the media.

Time Required
• 45 min.

Activity Description
PowerPoint presentation with speaker notes. This presentation defines media and the role media plays in our lives. It also clarifies what is considered news and the benefits and challenges of working with the media. There are several questions for discussion embedded throughout the presentation, and participants are often eager to share their experiences and challenges in working with the media.

Key Learning Concept(s)
• Media refers to all means of communication to disseminate information to a large audience. Media collects and publicizes information to create awareness and public knowledge on an issue.

• There are three types of media: broadcast, such as radio and television; print, such as newspapers, magazines, and newsletters; and social media, such as Blogs, Twitter, YouTube, and Facebook.

• Benefits to working with the media include: reaching a large audience with your message, cost-effectiveness, legitimacy, and possibilities for creating change.

• Challenges working with the media include: losing some control over the message and your target audience, possible repercussions from those in power, and misuse of data.
Materials Needed

- Laptop and projector

Associated Exercises

- Writing a Press Release (WM3A)

Associated Presentations

- Press Release (WM2L)
- The Art of Interviewing (WMS1D)