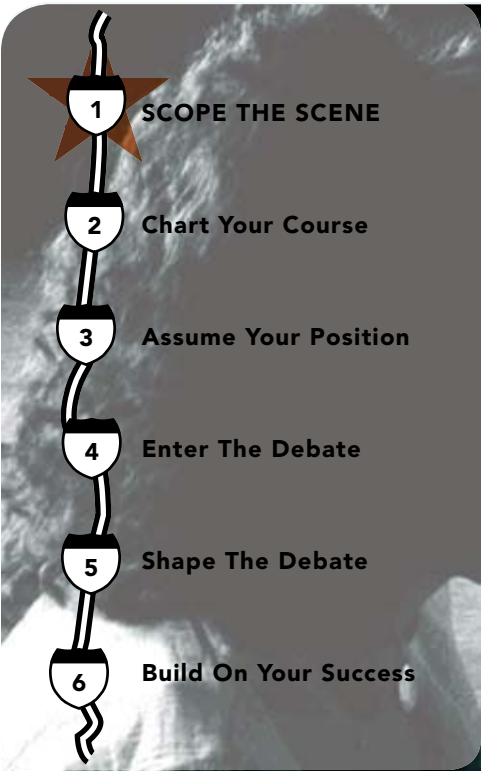




# COMMUNICATE JUSTICE 101

The Organizers' Essential Guide to Strategic Communications | Brought to You By the Youth Media Council



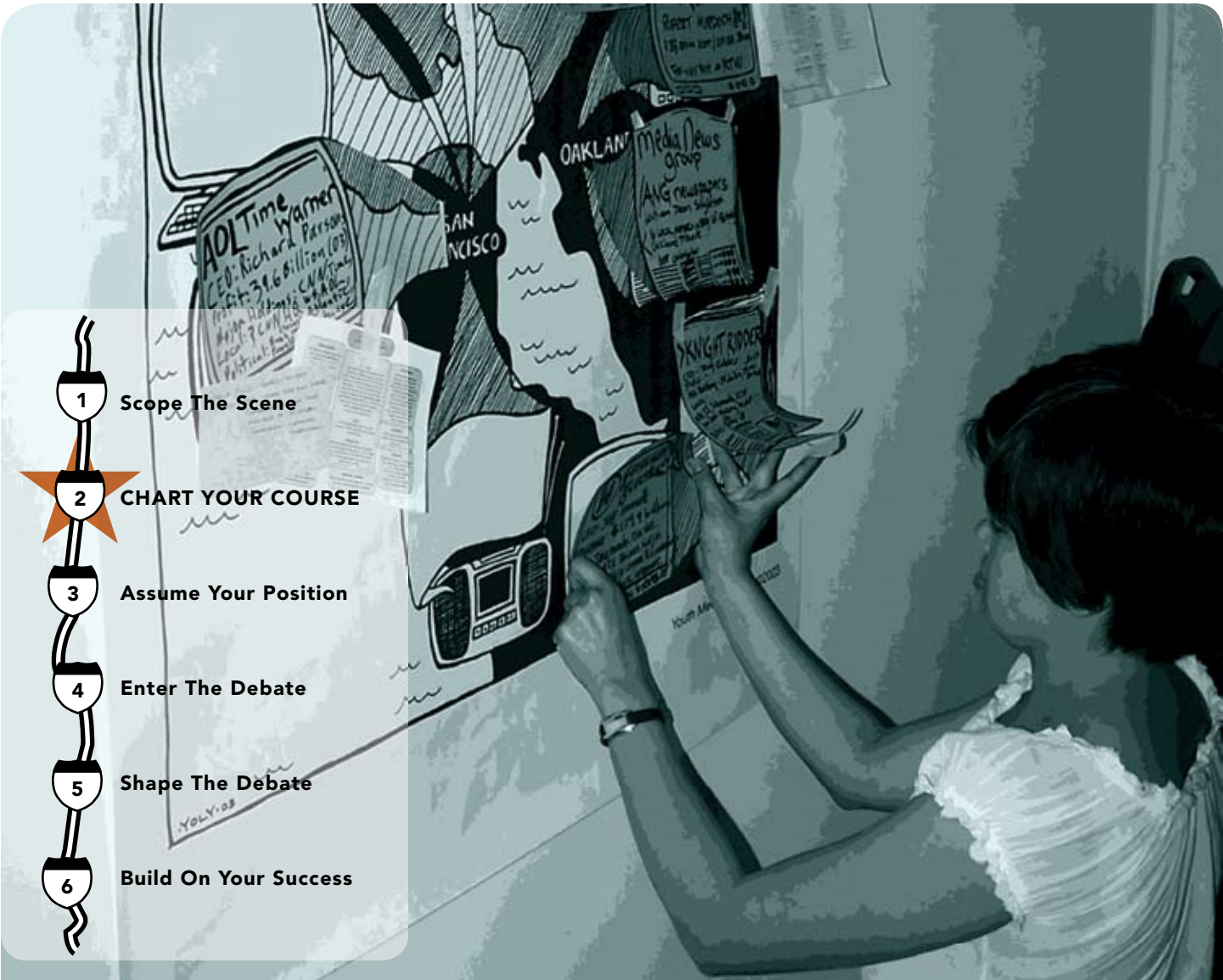


1. SCOPE THE SCENE

# SCOPE THE SCENE



1. LANDSCAPE ANALYSIS
2. MEDIA MONITORING



- 1 Scope The Scene
- 2 CHART YOUR COURSE**
- 3 Assume Your Position
- 4 Enter The Debate
- 5 Shape The Debate
- 6 Build On Your Success

2. CHART YOUR COURSE

# CHART YOUR COURSE



1. LANDSCAPING

2. BIG-PICTURE FRAMING

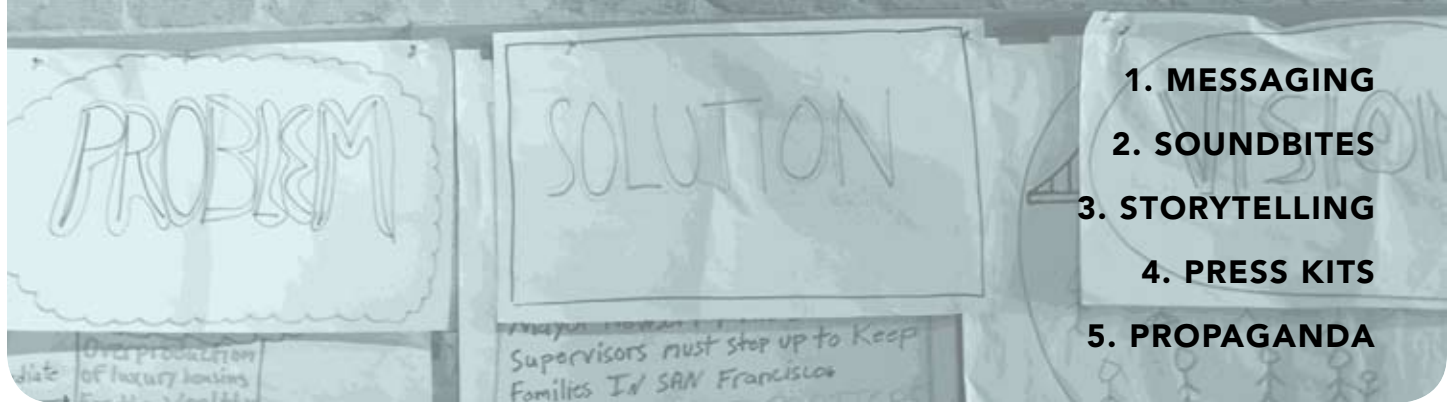
3. COMMUNICATIONS PLANNING



- 1 Scope The Scene
- 2 Chart Your Course
- 3 ASSUME YOUR POSITION**
- 4 Enter The Debate
- 5 Shape The Debate
- 6 Build On Your Success

3. ASSUME YOUR POSITION

# ASSUME YOUR POSITION



1. MESSAGING
2. SOUNDBITES
3. STORYTELLING
4. PRESS KITS
5. PROPAGANDA



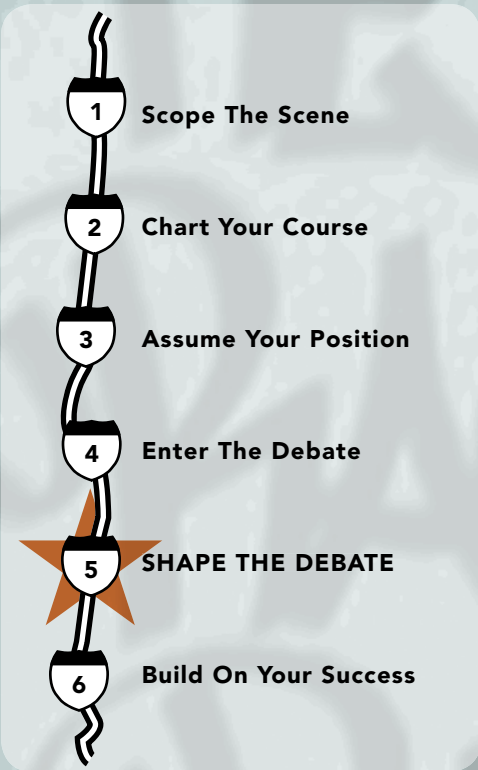
- 1 Scope The Scene
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# ENTER THE DEBATE



- 1. STRATEGIC TACTICS
- 2. PRESS LISTS
- 3. MEDIA ADVISORIES & PRESS RELEASES
- 4. PITCHING
- 5. BUILDING RELATIONSHIPS WITH REPORTERS

4. ENTER THE DEBATE



# SHAPE THE DEBATE



1. MEDIA EVENTS
2. SPOKESPERSON SKILLS
3. TALKING POINTS THAT RESPOND TO BIAS
4. LETTERS AND IMAGES TO THE EDITOR
5. OP-EDS



- 1 Scope The Scene
- 2 Chart Your Course
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- 5 Shape The Debate
- 6 BUILD ON YOUR SUCCESS**

# BUILD ON YOUR SUCCESS



1. TRACKING REPORTERS
2. TRACKING COVERAGE
3. EVALUATING COVERAGE
4. PLANNING NEXT STEPS
5. SHARING VICTORIES & LESSONS LEARNED



“Whoever  
Controls the  
News Shapes  
Our Destiny”

– George Clinton

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**WORKSHEET**

**Media Event Planning Tool**

DATE/TIME:
EVENT NAME:
GOALS OF EVENT:
MAIN TARGET OF EVENT:
HOOKS:
TOPE OF EVENT:
VISUALS:
EVENT NARRATIVE (A SHORT DESCRIPTION/STORY ABOUT HOW THE EVENT UNFOLDS, WHAT HAPPENS FIRST, SECOND, THIRD, ETC.):
SPEAKERS:
RAIN PLAN:
ALLY INVOLVEMENT (HOW ARE WE INVOLVING ALLIES, WHAT ARE WE ASKING THEM TO DO?):

SAMPLE



**DAY OF EVENT: JOBS**

**Logistical Jobs**

	<b>Name</b>	<b>Notes</b>
Coordinator		
Sign – In Leader		
Documentation		
Chant Leaders		
Shuttle Drivers (or Rides)		
Set-Up/Clean-Up		
Runner		
Volunteer Coordinator		
Money Point Person		
Childcare		
Campaign Table		
Food-servers		
Tech Team (sound, projectors)		
Donations		

**Tactical Jobs**

	<b>Name</b>	<b>Notes</b>
Tactical Lead		
Police Liaison		
Security Lead		
Media Lead		

**Programmatic Jobs**

	<b>Name</b>	<b>Notes</b>
MC/Host		
Translation		
Stage Manager		
Speakers/Performers/DJ		



**Materials To Bring**

	<b>Person Responsible</b>
Permit	
Sign In Sheets/Cards	
Pens	
Dots / Stickers	
Clipboards	
Tee Shirts / Buttons	
Banners	
Signage	
Misc Props	
Media Packets	
Media Talking Points	
Media Sign - In	
Campaign Literature	
Money Box / Fanny Pack	
Change	
Stamp / Counter (Front Door)	
Food	
Set List (for show)	
Programs	
Bullhorn / Sound Stuff	
Micstand (press conf)	
Tape	
Chant Sheets	
Nametags	
Staff Shirts or Stickers	
Trash Bags	
Bullhorns	
Butcher Paper	
Camera, Video Camera	
Driving Directions	
Member Prep Materials	



## WORKSHEET

# Communications Roles Chart

### Roles

Name(s) & Position(s) of Folk(s) Responsible

#### Communications Coordinator

- Responsible for overseeing the strategic direction and implementation of the communications campaign
- Point person to YMC TA provider
- Responsible for synthesizing staff media monitoring and other research, and applying implications to campaign
- Responsible for content development for communications materials

#### Journalist Liaison

- Responsible for developing and maintaining targeted press list
- Responsible for relationship-building with journalists
- Responsible for setting up interviews with spokespeople
- This person can be, but does not have to be an official spokesperson for the campaign (can just connect journalists to spokespeople and provide background information not to be quoted)

#### Spokesperson Coordinator

- Responsible for identifying strategic spokespeople in membership
- Responsible for coordinating spokesperson trainings with YMC TA provider
- Responsible for spokesperson coaching in between trainings with support from YMC TA provider
- Since this is the main role your members will play, the leadership development director should probably be your spokesperson coordinator

#### Materials Guru

- Responsible for designing and producing (not writing) communications materials (e.g. press releases, press kits, billboards, flyers, etc.)
- Responsible for ensuring the organization has sufficient materials at all times
- Usually works in close contact with communications coordinator around content of materials

#### Documentarian

- Responsible for all aspects of documenting campaign
- Responsible for tracking coverage and maintaining files of earned coverage
- Responsible for securing people to take photos and video of media events for internal documentation
- Usually works closely with Communications Coordinator to document the process of the campaign

**WORKSHEET**

**Message Polishing Worksheet**

1. How can you state the problem with a metaphor, simile or image that speaks to your target audience?  
How can you confront stereotypes without restating stereotyping language?

2. How can you convey your solution and vision with a metaphor, simile or image that speaks to your target audience?

3. What action do you want your target audience to take to support your solution?

4. What shared value can you appeal to that conveys why this issue is important? What shared value will communicate to your target audience that this is a high-stakes problem in urgent need of a solution?

