TECH3501-18 Community Media Leadership

Workshop 021: Expo Communication

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1   Activity – International Community Media Expo Engaging Participants
- Open the DMU Commons Wiki International Community Media Expo page.
- https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo
- Open Talk on the DMU Commons https://talk.our.dmu.ac.uk
- Use the topic '**Community Media Expo**' to share ideas about collaborative activities for the expo.
- Use the Community Media Expo category if you want to start other threads that are related.
- Review the information listed and identified on the wiki about International Community Media Projects.
- https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Projects

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2   Discussion – International Community Media Expo Planning Checklist
- Use the whiteboard to create a mind map of the status of your planning for the International Community Media Expo.
- What media coverage are you planning for the event?
- Are you planning to use social media?
- Are you planning to record any video for the event and in what format?
- Are you planning to record any audio for the event and in what format?
- Are you planning to display any media content – how and where will this be shown?
- Are you planning to undertake any live-streaming of the event?
- How are you going to ensure that guests are aware that recording is in place?
- Will you be encouraging guests and visitors to share their experience using social media platforms?
- What technical resources are you going to need to facilitate the capture and recording of media content?
- What technical support will you need for the media provision?
- What access to networks and WIFI will you need?
- Do you need charging stations for the equipment you will be using?
- How will you make announcements?
- What apps and hashtags will you be using, and how will you let people know them?
- How will you communicate with volunteers?
- Do you need to undertake a risk assessment to ensue that any problems can be resolved?
- What will your media planning checklist look like?
- http://web.mlbcommunity.org/downloads/baseball_tomorrow_fund/y2014/media_event_checklist.pdf

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3   Activity – International Community Media Expo Activity Planning
- Open the DMU Commons Wiki page for the Expo.
- https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo
- The information that you have agreed on above needs to be structured as separate organisational sections and activities on the wiki page.
- Divide the wiki page into sections, identify who will take responsibility for which activity.
- What is the likely timescale that these activities will need to be undertaken?
- Identify the themes and issues that you want the communication about the expo to include.
- How can you write this information so that a potential volunteer or guest speaker can read the wiki page and make sense of what is being planned and what they can expect from the forms of communication you are using?
- Log in and open the Expo 2018 page on https://civic.our.dmu.ac.uk
- https://civic.our.dmu.ac.uk/projects/international-community-media-expo-2018/
- What public information can you add to this page that you can use to advise volunteers, guests, supporters, participants, and so on, about the forms of communication that you will be using?

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| 4 | Activity – CiviCRM Database Input |

- Log-in to https://civic.our.dmu.ac.uk
- Locate CiviCRM on the dashboard.
- What data have you been adding to CiviCRM?
- Have you been building-up a contacts list in CiviCRM?
- Have you been building-up a volunteers and participants list in CiviCRM?
- Is each section of CIviCRM set up so that you can add data to the system in coming sessions?
- Who have you invited to the Expo?
- What contact details have you gathered?
- How are you communicating with the people that you are inviting?
- What if someone doesn't want to receive communication from you?

5 Communication Activities

"Developing a communication plan can help focus your message and reach your target audience. A plan can also influence the efficiency and simplicity of your communication methods. This section looks at what a communication plan entails, how and when to create one, and how to use a communication plan to raise awareness about your issue or project. "https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/communication-plan/main

5.1 What is a plan for communication?

Planning is a way to organize actions that will lead to the fulfilment of a goal. Your goal in this case is to raise awareness about your initiative's long-term benefits to your community. To develop a plan for communication of any sort, you have to consider some basic questions:

- Why do you want to communicate with the community? (What's your purpose?)
- Whom do you want to communicate it to? (Who's your audience?)
- What do you want to communicate? (What's your message?)
- How do you want to communicate it? (What communication channels will you use?)
- Whom should you contact and what should you do in order to use those channels? (How will you actually distribute your message?)

The answers to these questions constitute your action plan, what you need to do in order to communicate successfully with your audience. The remainder of your communication plan, involves three steps:

- Implement your action plan. Design your message and distribute it to your intended audience.
- Evaluate your communication efforts, and adjust your plan accordingly.
- Keep at it

Communication is an ongoing activity for any organization that serves, depends upon, or is in any way connected with the community. The purpose, audience, message, and channels may change, but the need to maintain relationships with the media and with key people in the community remain. As a result, an important part of any communication plan is to continue using and revising your plan, based on your experience, throughout the existence of your organization.

5.2 How do you develop a plan for communication?

One way to look at planning for communication is as an eight-step process. The steps are:

- Identify the purpose of your communication
- Identify your audience
- Plan and design your message
- Consider your resources
- Plan for obstacles and emergencies
- Strategize how you'll connect with the media and others who can help you spread your message
- Create an action plan
- Decide how you'll evaluate your plan and adjust it, based on the results of carrying it out

5.3 Identify your audience.

Who are you trying to reach? Knowing who your audience is makes it possible to plan your communication logically. You'll need different messages for different groups, and you'll need different channels and methods to reach each of those groups. There are many different ways to think about your audience and the ways they could best be contacted. First, there's the question of what group(s) you'll focus on. You can group people according to a number of characteristics:

- **Demographics.** Demographics are simply basic statistical information about people, such as gender, age, ethnic and racial background, income, etc.
- **Geography.** You might want to focus on a whole town or region, on one or more neighbourhoods, or on people who live near a particular geographic or man-made feature.
- **Employment.** You may be interested in people in a particular line of work, or in people who are unemployed.
- **Health.** Your concern might be with people at risk for or experiencing a particular condition – high blood pressure, perhaps, or diabetes – or you might be levelling a health promotion effort – "Eat healthy, exercise regularly" – at the whole community.
- **Behaviour.** You may be targeting your message to smokers, for example, or to youth engaged in violence.
- **Attitudes.** Are you trying to change people's minds, or bring them to the next level of understanding?

Another aspect of the audience to consider is whether you should direct your communication to those whose behaviour, knowledge, or condition you hope to affect, or whether your communication needs to be indirect. Sometimes, in order to influence a population, you have to aim your message at those to whom they listen – clergy, community leaders, politicians, etc.

5.4 Channels of communication

What does your intended audience read, listen to, watch, engage in? You have to reach them by placing your message where they'll see it:

- Posters
- Fliers and brochures - These can be more compelling in places where the issue is already in people's minds (doctors' offices for health issues, supermarkets for nutrition, etc.).
- Newsletters
- Promotional materials - Items such as caps, T-shirts, and mugs can serve as effective channels for your message.
- Comic books or other reading material - Reading matter that is intrinsically interesting to the target audience can be used to deliver a message through a story that readers are eager to follow, or simply through the compelling nature of the medium and its design.
- Internet sites - In addition to your organization's website, interactive sites like Facebook, Twitter, and YouTube are effective mediums for communication
- Letters to the Editor
- News stories, columns, and reports
- Press releases and press conferences
- Presentations or presence at local events and local and national conferences, fairs, and other gatherings
- Community outreach
- Community or national events - The Great American Smokeout, National Literacy Day, a community "Take Back the Night" evening against violence, and other community events can serve to convey a message and highlight an issue.
- Public demonstrations
- Word of mouth
- Music
- Exhibits and public art - The AIDS quilt, a huge quilt with squares made by thousands of people, commemorating victims of the HIV epidemic, is a prime example.
- Movies - Since the beginnings of the film industry, movies have carried messages about race, the status of women, adult literacy, homosexuality, mental illness, AIDS, and numerous other social issues.

- TV - TV can both carry straightforward messages – ads and Public Service Announcements (PSAs) – and present news and entertainment programs that deal with your issue or profile your organization.
- Theater and interactive theater - A play or skit, especially one written by people who have experienced what it illustrates, can be a powerful way to present an issue, or to underline the need for services or change.

5.5   Strategize how you'll connect with the media and others to spread your message.

Establishing relationships with individual media representatives and media outlets is an important part of a communication plan, as is establishing relationships with influential individuals and institutions in the community and/or the population you're trying to reach. You have to make personal contacts, give the media and others reasons to want to help you, and follow through over time to sustain those relationships in order to keep communication channels open.

The individuals that can help you spread your message can vary from formal community leaders – elected officials, CEOs of important local, businesses, clergy, etc. – to community activists and ordinary citizens. Institutions and organizations, such as colleges, hospitals, service clubs, faith communities, and other health and community organizations all have access to groups of community members who might need to hear your message.

5.6   Create an action plan.

Now the task is to put it all together into a plan that you can act on. By the time you reach this point, your plan will already be essentially done. You know what your purpose is and whom you need to reach to accomplish it, what your message should contain and look like, what you can afford, what problems you might face, what channels can best be used to reach your intended audience, and how to gain access to those channels. Now it's just a matter of putting the details together – actually composing and designing your message (perhaps more than one, in order to use lots of channels), making contact with the people who can help you get your message out, and getting everything in place to start your communication effort. And finally, you'll evaluate your effort so that you can continue to make it better.

https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/communication-plan/main

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6   Activity – Blogging & Wiki Reflection Coursework C
- Visit the assessment criteria for Coursework C: https://wiki.our.dmu.ac.uk/w/index.php/TECH3501_Community_Media_Leadership#Component_C_-_Running_International_Community_Media_Day_.2830.25.29
- How will you write-up your planning activities in your blogs, so that they illustrate and demonstrate the thinking, researching and planning that you are undertaking?
- What process of evaluation do you need to undertake to understand how the planning and organising for the International Community Media Expo is proceeding?
- How will you undertake these evaluation tasks?
- How will you share your thoughts an insight about the principles you have established for the development of the expo?
- How will you keep a check of your progress?
- Are there any resources or support that you need to help along the way?
- What are your thoughts and feelings about this project and how it is being developed?
- What do you think will be a useful measure of success?

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7   References