



Activity 7.4: Using the Media

Purpose of Activity:

The purpose of this activity is to brainstorm and identify media targets for the research report.

Materials Needed:

Butcher Paper
Markers
Paper
Pens

Intended Audience:

Staff of your organization
Members who have been actively involved in the research project

Time Needed:

50 minutes

By the End of Activity Participants Will:

Brainstorm possible media outlets
Identify media targets

Before this Activity Participants Will Need to:

Be informed about your research project

Part I. Media Scattergories (30 minutes)

Facilitator Instructions:

1. Frame the activity: in order to draw media to your release you need to do targeted media outreach. This activity will enable us to both identify possible media outlets and to decide on which outlets we want to target.
2. Ask members to brainstorm different types of media (e.g. TV, radio, newspapers, magazines, online). Record each category on butcher paper.
3. Introduce that you will play a quick game of media scattergories to brainstorm possible media outlets to target.
4. Give each participant pen and paper.
5. Next choose one media category to begin with (e.g. TV, Radio, Blogs, Newspapers, Magazines) and give each participant 30 seconds to write down as many media outlets (e.g. ABC, CBS, WLNY etc) they can think of per category.
6. Record responses in a list on butcher paper.
7. Give a point to every participant who came up with a name that nobody else thought of. Ask everyone to record their points after each round.
8. Go through each category tallying points after each round. After finishing each round tally points, when you have finished each category tally total points and see who wins!
9. Keep the list of recorded media outlets for the next activity.



Part II. Identify media targets (20 minutes)

Facilitator Instructions:

1. If your organization has a list of media contacts, print out copies in advance of the meeting and give one to each of your members.
2. Using the list of media outlets you created through the scattergory activity, as a group go through the list and star each outlet where your organization has a personal contact.
3. Then go through and star any other outlets that you think you can realistically turn out to your release.