



CHANGE Champions Leadership Training

HOW TO DEAL WITH THE MEDIA

Agenda



10.00 - 10.15	Arrival
10.15 - 12.00	FGM and the media
12.00 - 13.00	break
13.00 - 14.30	Communication and Communication techniques
14.30 - 15.00	coffee
15.00 - 16.00	Working together with the Media: what does it means to involve local Media
16.00 - 16.30	Conclusion

Einstiegsfragen



Wie wird Genitalverstümmelung in den Medien dargestellt?

Was ist euch wichtig bei der Berichterstattung?

Worauf muss geachtet werden, wenn mit Journalisten gesprochen wird?

FGM and the Media



There is always a subjective perspective, message and goal behind the news. This is why it is very important to listen 'critically' to what and how the Media communicate about FGM. Women and African countries are often stigmatized by the Media: they are portrayed as 'victims' of 'bad' cultures. Even when speaking about FGM, this stigmatization can be carried on with the result that African cultures may be perceived as 'wrong' and women may be seen as unable to stand for their rights. When we hear or talk about FGM on the Media, we should pay attention on how and what is communicated.

[Speak Out: a guide to local influencing. Involving the media. Online at: <http://www.homeless.org.uk/our-work/resources/speak-out-guide-to-local-influencing/involving-media>.](http://www.homeless.org.uk/our-work/resources/speak-out-guide-to-local-influencing/involving-media)

Involving local Media



1. Provide local stories/information: journalists want local stories about local issues. 2 Invite journalists to attend events: journalists need to be motivated and convinced our cause is worth to be reported. Participating in an event will increase journalists' interest and motivation in supporting our cause.
2. Provide journalists with willing and relevant interviewees: this is what we like the least, but the result we can reach by undergoing an interview with the right preparation, can really make a difference.
3. Keep contact with local Media
4. Press releases are a useful tool for setting out our story and selling it to journalists.
5. Call journalists: a press release isn't always necessary though.
6. Social Media: social media offers an **opportunity to communicate messages to an enormous audience.**

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