

Boehm Media Fellows OC Agenda 2017

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY |
|------------------------|--|---|---|---|
| 11.15 AM — 12.15 PM | | <p>Communication Lab: What Are You Telling People? <i>Day 1: What's the Problem?</i> Uduak</p> <p>-----</p> <p>Design Lab: What's Your Narrative Strategy? Daniela, Babita & Paul</p> | <p>Communication Lab: What Are You Telling People? <i>Day 2: Who are the People?</i> Uduak</p> <p>-----</p> <p>Production Lab: Creative Content Factory *Babita, Daniela, Nana & Victor</p> | <p>Communication Lab: What Are You Telling People? <i>Day 3: What's the Plan?</i> Uduak</p> <p>-----</p> <p>Distribution Lab: So You Made a Video / Podcast / Campaign. Now What? Daniela, Victor, Neetal & *Babita</p> |
| 3.00 PM — 5.00 PM | <p>Capacity Building Clinic: Storytelling 101 *Babita, Oscar, Jonathan & Peter</p> <p>Storytelling 101 - Investor Edition Paul</p> | <p>Capacity Building Clinic: Nobody Really Knows How To Use Social Media *Oscar, Chiara, & Neetal</p> | <p>Capacity Building Clinic: What Stories are Hiding in Your Organization? *Catherine & Ellen</p> | <p>Capacity Building Clinic: Think You Can Pitch? Peter & Media Fellows Panel</p> |
| 5.15 PM — 6.00 PM | <p>Ask Us Anything: Open Office Hours Theater by the Estrella bar</p> | <p>Ask Us Anything: Open Office Hours Theater by the Estrella bar</p> | <p>Ask Us Anything: Open Office Hours Theater by the Estrella bar</p> | |
| 7.00 PM — 8.30 PM | | <p>Cluster-Fork: Media Literacy in the Age of Fake News Jonathan & *Catherine</p> | | |
| | <p>Live Podcasting throughout the week with Neetal</p> | | | |

*Sr Fellow lead / Coordinator

SESSION Descriptions

MEDIA CAPACITY BUILDING CLINICS

MONDAY

Storytelling 101

Lead: Babia Patel

Supporting Fellows: Jonathan Tusubira, Oscar Abello, & Peter Aronson,

*It's time to write your annual report, plan your social media campaign, or *yikes!* share your work with someone over the buffet line at a party. What kind of story do you have to share? One that'll get an "uh huh" or an "ah ha!?" Whether you're new to the game or a veteran in the biz, this session will give you hands on coaching to take your storytelling skills to the next level. Come ready to craft your stories, discover your hook, & experiment with language & story structure. Leave with a bank of stories to share at a moment's notice.*

Storytelling 101 - Investor Edition

Lead: Paul Lynch

If you're a funder and want to connect with other funders this session is for you. If you want to see how you can use authentic storytelling and visual communications strategies to find solutions to your BFPs this session is for you.*

Are you sick of being inappropriately pitched? Do you feel like you're walking around with a GIGANTIC \$ on your forehead? Social entrepreneurs and nonprofits need to learn how to share their vision. But you have a bigger job. You need to share who you are, what you care about and how you work while also supporting your grantee's/entrepreneur's vision. Storytelling is part of your investment. How well they tell their story will impact how well you can tell yours.

In this hands-on workshop, we'll use Human-Centered Production™(HCP). HCP leverages the process of storytelling, using story as a tool to analyze, refine, and bridge communication gaps to augment programmatic goals.

**Don't know what a BFP is? Come find out!*

TUESDAY

Nobody Really Knows How to Use Social Media

Lead: Oscar Abello

Supporting Fellows: Chiana Bullen & Neetal Parekh

In this workshop, Boehm Media Fellows will dig into the social media process by exploring our own regular use of social media. What do we do on a regular basis? How is performance & impact measured? And why? By letting our work be your experiment, you'll learn from our trials & errors, & learn about why what works today for one organization may not work for another – & it may not work for that same organization tomorrow.

We aren't the first & we won't be the last to tell you that you need to constantly monitor, evaluate, & iterate your work. But what are the questions you need to be asking yourself in order for your social enterprise to succeed on social media?

WEDNESDAY

What Stories are Hiding in Your Organization?

*Leads: *Catherine Cheney & Ellen Wilson*

Whether you want to raise funds, mobilize supporters, or bring new partners on board, [media coverage to raise the profile of your organization](#) is key. But how do you [get on the radar of key media](#)?

In this session, a nonprofit communications expert & a global development reporter will share their insights on how to get your stories [covered](#), leaving you with ideas you can take home with you.

Learn how to uncover newsworthy stories in your organization. Figure out how to highlight evidence of impact in a compelling way. Understand how to frame your pitch in a way that entices journalists. Walk away confident that you'll avoid common pitfalls & follow best practices so the world can hear your story.

THURSDAY

Think You Can Pitch?

Lead: Peter Aronson

Supporting Fellows: Media Fellows Panel – Oscar Abello, Uduak Amimo, Peter Aronson, Catherine Cheney & Ellen Wilson

You believe in what you do. But does anyone else? Come find out. First, among your peers. Then, in front of a panel of experts.

Share your pitch (max 2 mins) to see how compelling it is & where you lose your audience. Then work with each other to strengthen your pitch by getting more concise, filling in the gaps, & using words that resonate.

Learn to understand how & why you need to tailor your message to a specific audience, then get up & pitch to actual media professionals with a range of expertise. See what captures the interests of journalists working across mediums including print, digital, television, & radio.

You've got a compelling mission & impressive impact. But your work will never reach its full potential unless you rock at pitching. Come see if you can leave the audience wanting more.

Pitching panel: Ellen, moderator

Digital: Oscar

Niche: Catherine

Radio: Peter

TV: Uduak

MEDIA LABS

TUESDAY / WEDNESDAY / THURSDAY

Communication Lab: What Are You Telling People? - A 3 Day Series

Lead: Uduak Amimo

You know your organization's goal. And you know that communication is a critical component to accomplishing that goal. But what does that all mean? What difference will it make?

Do you wonder who should you speak to? What should you tell them? What's your message?

Over this three-day lab, we'll answer all the "What? When? Where? Why? How?" questions by creating a plan. Your communication plan!

Day 1: What's the problem?

You know your mission & your goals, so what's holding you back? In this session, we go from goal to problem to communication objective.

Day 2: Who are the people?

All sorts of people have a role to play in the success of an organization & its goals. So, who specifically matters in your communication planning & why? Together, we'll figure out who your audience is, who their influencers are & get into their mindsets. We'll work out what to say to them, when & how.

Day 3: What's the plan?

This session pulls it all together — the problem, the people, the channels & the messages identified in previous sessions — to come up with your plan.

TUESDAY

Design Lab: What's Your Narrative Strategy?

Supporting Fellows: Daniela Kon-Lieberberg, Babita Patel, & Paul Lynch

Are you trying to make an impact in communities using culture & storytelling?

Launching a media campaign that resonates with communities, & is relevant to the change you seek, requires you put a plan into place. The best projects flow seamlessly from strategy to production to distribution. In this lab, we'll start with the first step: digging into the process of how to create a strategic plan for developing your narrative.

You'll walk away understanding how to design your media project to achieve program goals & to work with your communities for positive change. You'll understand how to define your change goals, audiences, engagement & distribution, partners, resources. And, of course, the juicy part — the narrative.

WEDNESDAY

Production Lab: Creative Content Factory

Supporting Fellows: *Babita Patel, Daniela Kon-Lieberberg, Nana Kofi Acquah, Neetal Parekh & Victor d'Allant

Content isn't king, it is everything. It's the messenger between you & your audience. So how can you tell your story through visuals, photography or film in a way that resonates, inspires & achieves your goals?

Are you aware that your gender, orientation, culture & socio-economic level impacts the way you tell the stories of others? How do you maintain the dignity of your subjects & the integrity of your cause? Doesn't sound easy, does it? The good news: it's actually a science & one we can teach you. Come learn how to tell your story with lasting impact.

THURSDAY

Distribution Lab: So You Made a Video / Podcast / Campaign. Now What?

Supporting Fellows: Daniela Kon-Lieberberg, Victor d'Allant, Neetal Parekh & *Babita Patel

Did you share it on Facebook, got a bunch of likes, but no concrete ROI? After investing all that time, money & resources, who should you share it with? Where should you share it? How do you get the right eyeballs on it? In this session, discover proven **distribution strategies**, the in's & out's of community engagement & how to maximize the impact of your content. Basically, turn your likes into actual donations, active participation & high profile visibility.

MEDIA CLUSTER-FORKS

Media Literacy in the Age of Fake News

Lead: Jonathan Tusubira

Supporting Fellow: Catherine Cheney

Fake news is not a new phenomena but it abounds in our world today. Come join a solutions oriented conversation about how to become an informed media consumer. This cluster fork covers everything from the basics of media literacy & social media etiquette to research based solutions that have been implemented by Cristi & Jonathan in their work around the world.

Ask Us Anything - Open Office Hours with Media Fellows

Do you have a media question? Come ask us. You can find the Media Fellows Monday, Tuesday & Wednesday from 5:15-6pm in the Theater by the Estrella bar.