

TAKE ACTION

Session 26

90 minutes

OBJECTIVES:

Youth will learn about different media and determine appropriate forms for sharing their findings and recommendations (and carrying out their selected strategies) with their identified audiences. By the end of this session, youth will identify products and presentation tools they will use in their campaign.

MATERIALS AND PREPARATION:

- Copy the *Media Worksheet* (Master Copies 3.26) before the session: one copy for each participant.
- Set up four stations in the room: one for PowerPoint, one for video and other visual displays, one for reports and fact sheets, and one for music. Select materials for each station or assign participants the task of bringing in materials for each station.
- Two computers for the PowerPoint station and the video station, and an additional computer if you are looking at Web sites, wikis, or blogs; CD player and selected music for the music station.
- Paper, pens and clipboards.
- Butcher paper and markers.

I. OPENING: ATTENDANCE, SNACKS, ANNOUNCEMENTS, AGENDA OVERVIEW (10 MINUTES)

Opening Circle Statement (Around the World): Ask youth to identify if they pay more attention to visual (e.g., paintings, print or TV ads, pictures, charts) or to auditory information (e.g., music, a lecture)... Which do they find more powerful or compelling?

**Facilitation Tip:**

- Review the youth's vision and goals at the start of this session.
- Ask youth to bring in a song or image that sends a strong social change message. Have them share the image or play the song during the session.
- Refer back to Session 22. You will need the list of audiences that participants developed.
- There are countless resources you could use for the stations in this session. Feel free to substitute as appropriate.

Products and Presentation Tools: Round Robin

**II. MESSAGES WE RECEIVE (15 MINUTES)**

Step 1: Brainstorm: What are some ways we receive messages about social change opinions and ideas in our daily lives? How are these messages presented? Ask for examples of techniques for presenting messages and record these on the board or butcher paper.

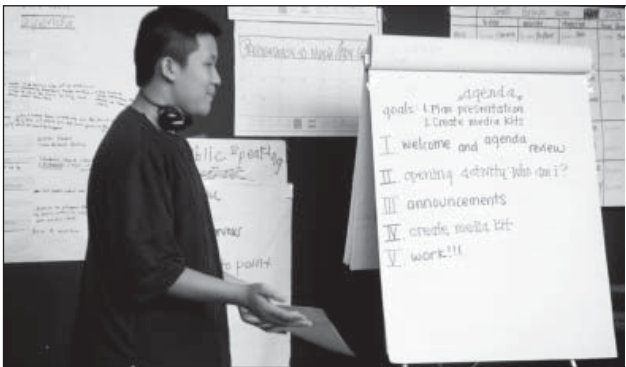
Step 2: Distinguish different types of presentations: some presentations are formal, scheduled events (e.g., speeches, a class). Others are informal (e.g., talking to friends). Some forms of presentation are artistic statements or expressions (e.g., a song, mural, poem). Some are even illegal (e.g., graffiti).

Step 3: Distinguish different types of products: visual, auditory, written. Brainstorm examples of products that convey a message (the LiveStrong bracelets or AIDS ribbons, for example).

III. TOOLS AND PRODUCTS: ROUND ROBIN (45 MINUTES)

Split youth into four groups. Each group will rotate through four different stations, spending 10 minutes at each station. Either assign a facilitator to each station, or print out instructions. Before youth begin their rotation, hand out a *Media Worksheet* to each participant. Let them know that they will fill this out as they go.

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STATION 1: POWERPOINT

At this station, youth will experience a sample PowerPoint presentation.

STATION 2: REPORTS AND FACT SHEETS

At this station, youth will explore written tools that can be used to share their findings and recommendations.

STATION 3: OTHER VISUAL DISPLAYS

At this station, youth will discuss and explore different visual displays: photo essays, video, posters, murals, etc.

STATION 4: MUSIC

At this station, youth will listen to and identify social change messages in lyrics.

IV. DETERMINE PRODUCTS AND PRESENTATION TOOLS (15 MINUTES)

Step 1: As a group, have youth share their perspectives on the following:

- Which messages were the most powerful and why?
- How did the form or method of the presentation impact the power of the message?
- What do all of these methods have in common?

- What are the strengths of the different visual tools and techniques?
- What are the drawbacks? Can you see any problems with using any of these tools or techniques?
- When do you think it would be useful to use each tool?

Step 2: Have youth brainstorm which tools and products best fit their strategies. Give each person time to advocate for the tool they like. Sample questions:

- What products and presentation tools will you develop to share your findings and recommendations with your audiences? Do we need different products for different audiences?

Step 3: Come to an agreement about the tools and products the group will use to support its strategies and get its message out.

V. CLOSING (5 MINUTES)

Closing Circle Statement (Around the World): The presentation method that I am most interested in using to share our findings and recommendations is...

Media Brainstorm Worksheet

WAYS TO SHARE FINDINGS AND RECOMMENDATIONS (MEDIA)	PROS? WHAT ARE THE BENEFITS TO USING THIS MEDIUM?	CONS? WHAT ARE THE DRAWBACKS TO USING THIS MEDIUM?	AUDIENCE? WHICH AUDIENCE(S) WOULD RESPOND BEST TO THIS MEDIUM?	USE? WHEN AND WHERE IS THIS MEDIUM MOST USEFUL OR POWERFUL?
POWERPOINT				
FACT SHEETS OR PAMPHLETS				
WEB SITE OR BLOG				
MUSIC				
VIDEO				
PHOTOS OR POSTERS				
DETAILED WRITTEN REPORTS				
MURALS OR OTHER PUBLIC ART				
THEATER (PUBLIC SKITS, SPOKEN WORD)				