

# GLOBAL EDUCATION MONTH

## “HOW TO” Media Resource

The month is almost upon us!

You are educated on the issues; you have learnt the facts; you know the stories...

What impact can you and your seed group have?  
Get out there and start spreading the word!

Change begins with you!

Global Education Month is where you, as educated ambassadors, begin spreading the word on these issues and educating others on how their actions can have an impact!

This is your opportunity to get creative in promoting the issues! How can you get these issues heard? In what ways can you attract attention and allow your peers to understand the situations of those living in developing countries?

Word-of-mouth is a powerful advocacy tool. When you are passionate for a cause, it emanates through you and reaches out to others.

This “HOW TO” Pack is designed with tips and advice to get you thinking of ways in which you can begin spreading the word: with your family, friends, school and wider community!

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## **The Role of Ambassadors**

Your role as an ambassador is to act within your team to promote the Global Education Month campaign within your community. Specific actions will vary with the activities planned by each school, ranging from media stunts to casual dress days at schools to raise awareness about the issues.

However, there are a number of things you can do on an individual level to help raise awareness for the campaign:

1. Jump on the websites- do some research.
2. Join mailing lists and take part in the discussions online.
3. Invite your friends to join the groups and get involved.

The more people that know about the issues the better!

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## How to... Engage your School Community!

You've got the information, you've heard the stories and you know the facts – now it's time to get out there and encourage your school community to be as passionate about global issues as you are!

There are many ways in which you and your Seed Group can capture the attention of your peers.

Being creative in the way you communicate your knowledge is essential since the more interesting your campaign is, the more likely your school will listen to, remember and take on what you are saying.

Try some of these suggestions or use them as inspiration for creating your own methods of raising awareness about these important issues:

- At Your School Assembly:
  - Make a speech or presentation using the aid of a slideshow
  - Screen a Vox Pop or Short film (see tips on producing a Vox Pop on page \_)
  - Act out a short scene to illustrate the experiences of those living in developing countries
  - Sing a song that is relevant to the cause (or write your own)
- Create posters:
  - Facts and statistics hold amazing power. Create 'Did you know...?' posters with one fact or statistic on each and spread these around the school. Choose a bright coloured paper that will stand out and be consistent with your design so people know it's from you. This is simple but very effective.
- Organise a lunch time activity:
  - Hold a trivia game with relevant questions and use the time in between rounds to talk about the issues. Advertise the activity in advance and entice participants with prizes like fair trade chocolate.

- Involve your teachers:
  - Hold a 'Teacher Target' where a brave teacher sits behind a footy handball target and students must correctly answer a True or False question relating to your issue before they are allowed to throw a wet sponge at the teacher from a certain distance.
- Hold a fair trade feast:
  - Set up a food stall at lunch time using only fair trade food, handout information leaflets or recipes that use fair trade ingredients.
- Flash Mob:
  - Surprise your classmates with a random dance or performance of some kind; just remember to end it with a strong message about your cause.
- Announcements:
  - Take over the speaker system for a day and broadcast a fact or statistic before the end of each class or break. Keep your school intrigued and only tell them what it is for at the end of the day.
- Newsletter:
  - Write an article or feature a fair trade recipe in your school newsletter to spread the word about your issue.

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## Media Policy

1. Global Education Month ambassadors are encouraged to contact media but do so in their capacity as ambassadors.
2. When using facts, statistics and messages- make sure all information has been well researched and that you can provide a reference upon request.
3. Media generated by ambassadors should primarily be profile pieces – stories about you and your Seed Groups' involvement in the school and wider community participating in Global Education Month events.
4. If you don't know the answer to a question, don't guess or make it up! You are ambassadors, not experts, and should not be expected to know the answers to complex policy or political questions.
5. If possible, let the media team know in advance that you will be appearing in the media. We can assist you and also would love to watch/read/listen!
6. Please ensure you provide the media team with a copy of any media coverage you generate – press clippings, radio and television recordings so we can keep a complete record of all media coverage from across the nation.

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## How to... Make a Vox Pop Video:

Vox pops are useful for several purposes but they are mostly used to gauge public opinion on a specific issue. An example of a vox pop shown regularly would be Street Talk with Sam Newman on The Footy Show. Sam generally tries to find the most unusual characters on the street and ask them all the same question to see how each would react, opting for a humorous spectacle rather than a meaningful response.

Vox pops are a very cheap and easy way of finding information and presenting it immediately.

Here are a few steps to guide you in making a short vox pop clip:

1. Plan ahead.  
Study the topic you are exploring and come up with some questions that might stimulate public interest. Avoid questions with yes or no answers because on film all you will end up with is people saying yes and no without giving any decent insight or information.
2. Check your equipment.  
You will need a video camera or even a decent video phone. It doesn't really matter what you film on as long as the video is viewable and the audio is clear. It is better to use a handycam or a more professional camera because the sound quality is better and you want to hear what your interviewees have to say. If you have a microphone that you can attach, use it because the closer you can get the microphone to the mouths of the interviewees the better.
3. Be friendly and approachable.  
The idea of a vox pop is to talk to people you don't know and find out what they think about your topic. You will be approaching people who are most likely not expecting to be on camera so always ask people nicely before filming them and explain clearly who you are and what you are doing. Remember you can take time to set up a shot or redo something if you like because you can always edit out mistakes later and no-one will be the wiser.

4. Who is in the shot?

There are two ways you can approach a vox pop. The first is where an interviewer or host will be on camera with a microphone and will be seen asking questions like Street Talk. The second is where the interviewer is off camera and asking questions more like a documentary interview. If you decide to choose the doco style, then remember to tell your interviewees to include your question in their answer. This is so that they contextualise their response and makes it easier to edit later.

5. Edit it together.

There are many computer programs that allow you to edit video footage from the more basic iMovie or Windows Movie Maker to the more professional Final Cut Pro or Adobe Premiere. Any of these programs will be fine for your purpose. You will need to go through the footage and find the best answers to your questions and cut them out and place them together. Be mindful of the people you interviewed and don't twist their words to get a response you like better. Export the movie and present it however you like.

Other than that, go out and have fun with it!

**What does one look like?**

Check out this Vox Pop created from footage shot at the VIC Schools 4 Schools Conference this year!

<http://www.youtube.com/watch?v=QQ4G2GSIjaU>

Note:

Release Forms- If you are planning on showing your finished video publicly, then you may have to ask your interviewees to sign a release form saying that they agree to let you use the footage of them. This may not always be necessary- You can simply ask them if it is ok if you publicly present the footage of them and keep them updated when the video is made public.

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## **How to... Approach local media:**

Communicating your campaign through your local media resources is a fantastic way of spreading your campaign to the wider community! We know that often approaching local media can be daunting so we have prepared a few tips to help you succeed:

### Finding local media:

- Search your local newspaper for the email or phone contact of the letter to editor section or key journalists who usually write community interest articles.
- Search the web for radio contacts- particularly hosts on your favourite radio show or ABC- that cover local stories for youth

### When speaking to/ meeting media contacts:

- Always act professional. When calling, writing, emailing and meeting a local media representative ensure you clearly state your name and the foundation you are involved with.
- Make sure you do your research before responding to questions.
- Always be cautious when articulating your viewpoint in any expression made public through the media. Be passionate about the issues you care for, but avoid being aggressive or argumentative in stating your viewpoint.
- When posting on Internet forums and sending emails out to media outlets ensure that you have done the appropriate amount of research on the points you wish to discuss and always double check your source of information is reputable.

### Radio/ TV/ Phone interviews:

- When asking questions and responding on talkback radio, always go in with a set agenda of what you wish to discuss in the allotted time.

Crucially, if you're ringing in and do not have a set time with which to discuss your issues, always ring when the topic of conversation is focused on issues that fit in with what we are trying to achieve at the foundation.

When talking on radio or community television, always make a running sheet and try to stick to it the best you can. This can sometimes be difficult, as the media representative you will be discussing key issues with ultimately runs the show, but the running sheet will still be a great asset to guide you in the right direction when you're under pressure.

In response to critical questions, never attack the person making these claims and try to avoid strong emotive language. Carefully construct your arguments as you would in an essay and try to be as sincere, respectful and polite as you can be.

If you stick to these guidelines, and make sure you do your research, there's no doubt you'll do a great job representing the foundation and what it stands for.

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## How to... Write a 'Letter to the Editor':

A letter to the editor of your local newspaper is a fantastic way to get the media attention your campaign deserves! It is important you specify how people in your community can make a difference, rather than simply giving an overview on the issue.

In the following example, we will work on alerting the readers to issues of Fair Trade and the availability of Fair Trade products within the local community.

Start with the obvious 'Dear Editor', before introducing yourself as a local in the area:

*Dear Editor,  
As a 17-year-old Camberwell High School student, I am privy to individuals and groups who daily eat and drink in cafes around the Camberwell Junction.*

Now it's time we discussed the issue at hand, illustrating just how easy it is for people to change their behaviour as well as how many people can be helped:

*Imagine then, if all those people were aware of where that coffee came from and were able to help people in developing countries, everyday, just by their choice of cappuccino. Well they can, by choosing Fairtrade products. Approximately 1 million people a year, mainly farmers and workers in Africa, Asia and South America benefit from the sale of Fairtrade products. Sadly, the alternative to buying coffee that isn't Fairtrade can often mean horrible conditions for workers and their families.*

Tie this in with your community:

*We were lucky enough to be born in a land of opportunity, and making the choice towards Fairtrade products should not be difficult – they are often no more expensive than conventional products. Even if 100 people bought one Fairtrade coffee a week, the advantages would be enormous.*

If possible, tie this in with your school project:

*At Camberwell High this week, we are campaigning to get our school canteen to sell solely fair trade food. We are committed to this cause.*

Finish with what you can do and the benefits:

*We must demand that all cafes in Camberwell offer a Fairtrade coffee option, so that families around the world can live with the dignity that everyone deserves.*

Offer a resource so people can learn more and end with a powerful message:

*At [www.fairtrade.com.au](http://www.fairtrade.com.au), people can learn even more about the positive effect of Fairtrade. This is one simple change, yet it is also one way to change the world.*

*Yours Sincerely,*

...

Don't forget what you learnt in English!

Try to incorporate:

- A real life analogy
- Emotive language/appeals
- Persuasive language
- A metaphor
- A rhetorical question