# Attracting Media & Making a Visual Impact



# Part 1: Setting Up a Visually Appealing Action



# Visually Designing Your Action

## When someone walks by your action, they should:

- Understand your message
- Know who you're targeting
- Feel welcomed to join into the action



# Branding Your Action

## What is branding?

A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and marketed.

## Why is branding our public actions important?

We are a diverse community religiously, culturally, and geographically. Our GreenFaith brand helps unify us and show that we are many. This gets the attention of the media and our targets.



# Why are visuals an important part of your action?

**Eye-catching visuals draw people to your message and give them a positive lens to perceive what they are reading.**



# What Distinguishes a GreenFaith Public Action?

## Qualities of a GreenFaith Public Action:

- Visibly people of faith and spirit
- Message front and center
  - Bright & bold colors
  - GreenFaith logo & fonts
- Target is in the photo
- Facing outwards
- Speaker(s) facing the public



# Telling a Visual Story: Planning Ahead Is Key

Planning your photos & visual appearance ahead of time helps you accurately convey your message to the world.



# Why is this a great GreenFaith photo?




Our faiths are visible
NO!
LOUSY SIGN


We are in action! (prayer)


You can see what we're protesting
NO!
LOUSY SIGN




Everyone is facing the camera


STOP
EACOP
TotalEnergi
greenfaith
KILLERS
EACOP
TOTAL


NO faith IN fossil fuels
UNE COMPASSION AUDACIEUSE ! MAINTE
TOTAL STOP EACOP
CLIMA JUSTICE AFRI
greenfaith
FOR THE SAKE OF ALL BEINGS NO MORE FOSSIL FUELS
KILLING THE PLANET IS AGAINST OUR RELIGIONS
TOTAL STOP EACOP
greenfaith
#Faiths 4 ClimateJustice
greenfaith
Schöpfung erhalten.
Klimagerechtigkeit jetzt!
CHURCHES FOR FUTURE
greenfaith


Fe por la Justicia Climática
una acción mundial multirreligiosa
¡NO MÁS DEFORESTACIÓN!
ALIANZA INTERRELIGIOSA Y ESPIRITUAL POR EL CLIMA @AIECCHILE
el cambio comienza
contigo
cuidemos los árboles

# Part 2: Telling your story through photos and social media



# Telling a story about your action through your photos and social media posts is an important part of effective activism.






**Visual stories expand the impact of your efforts by helping your action get noticed by press, as well as allies who can join the cause.**

# What makes an effective photo?




- Action
  - People speaking, marching, singing, praying, meditating
- Interesting visuals or a crowd in the background
- Clear message
- Color
- Contrast
- High resolution

**Keep in mind: the impact you make is "on the ground" at the action itself and online, through social media & press coverage.**

**The photos and social media posts you make will far outlast the action itself, and will continue to have an impact long after everyone has gone home.**



# Sharing Your Action in 5 Social Media Posts

## Post 1: First Preparations




**Sample Caption:**

Do you want to get together with other people of faith to take real climate action?

You're not alone.

This weekend we made art for next week's action, join us next weekend!

## Post 2: Getting Ready for Action




**Sample Caption:**

All our signs are printed, and we're almost ready to hit the streets.

Join us on this weekend!

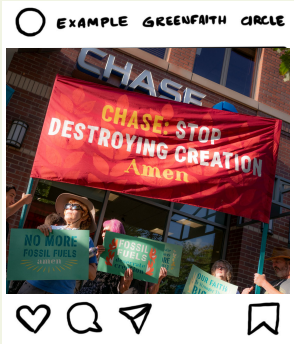
## Post 3: At Our Places of Worship




**Sample Caption:**

At today's action we called on all of our faiths and gathered 50+ strong for a moving vigil, demanding climate justice through the streets, at the banks, and at city courthouse, where the Shambala community led a closing meditation.

## Post 4: At the Halls of Power




**Sample Caption:**

It's not enough to pray while the world burns, so on our vigil our Quaker community lead us in silent prayer in front of Chase Bank.

## Post 5: Reflecting on Action




**Sample Caption:**

"At times, dealing with climate change seems so massive. But when I gather with like-minded people, I feel the power of joint action—the only thing that's going to make real change happen."
- Chris Allen, our action MC

# Sharing Your Action in 5 Social Media Posts

**Post 1:**

First Preparations

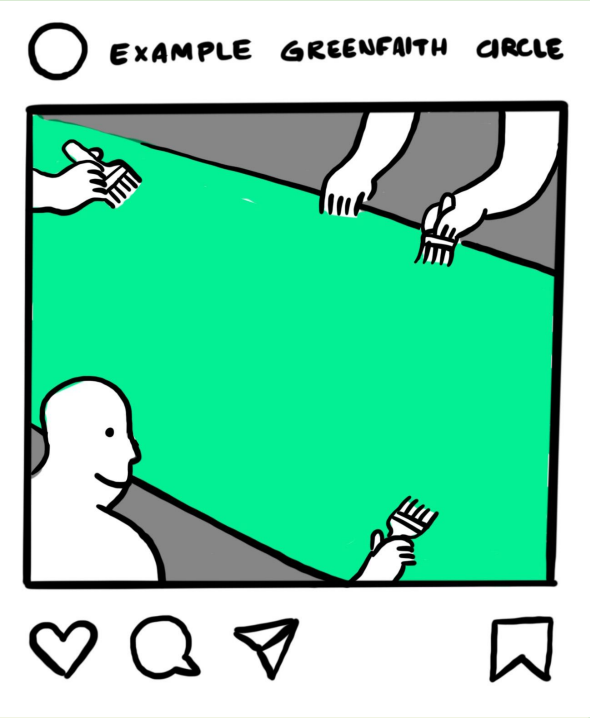



**Image:**

Banner being painted

(could also be a meeting or a zoom call)

**Sample Caption:**

Do you feel isolated or powerless in the face of climate change? Join us this Sunday for (insert details here).

# Sharing Your Action in 5 Social Media Posts

**Post 2:**

Preparing For Action

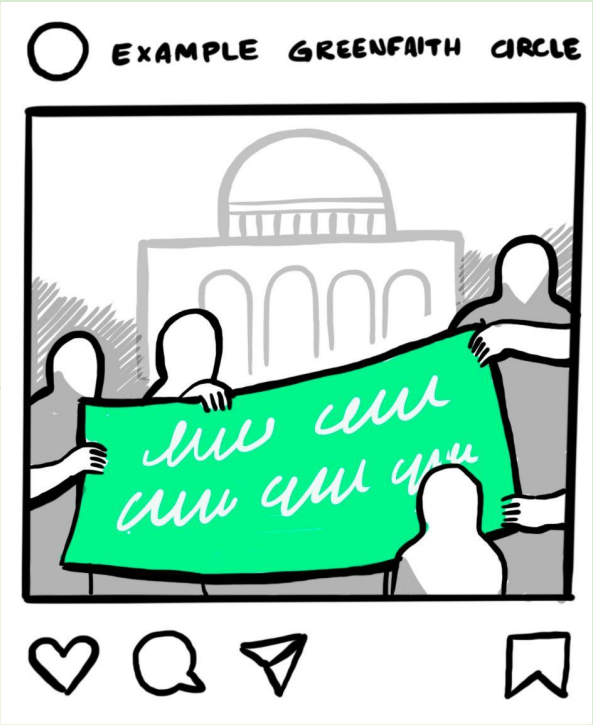



**Image:**

Banner in front of the place of worship (could also be a stack of flyers)

**Sample Caption:**

Two sentences about why our faith compels us to act. One sentence about the upcoming action.

# Sharing Your Action in 5 Social Media Posts

**Post 3:**

At Our Places of Worship

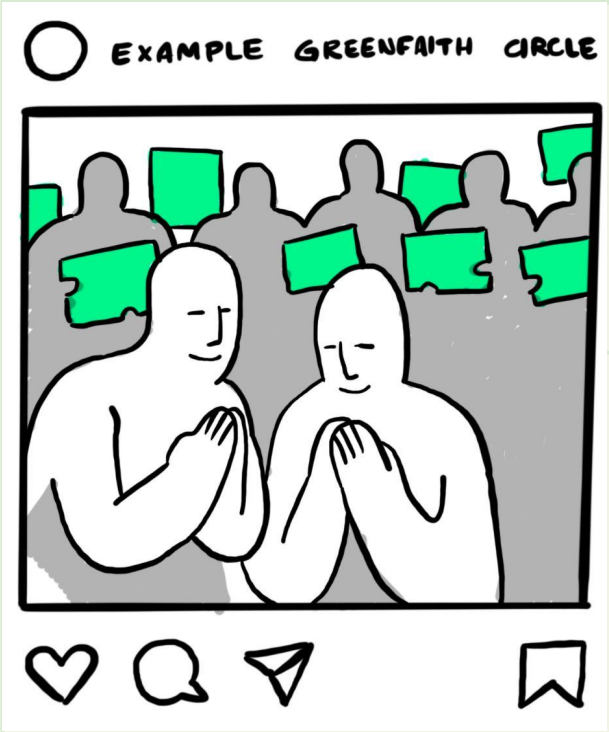



**Image:**

*People praying together*

*(could also be getting ready to march, learning a song)*

**Sample Caption:**

Climate change is terrifying. But, we have felt the power we have together–and together, we will overcome it.

# Sharing Your Action in 5 Social Media Posts

**Post 4:**

At the Halls of Power

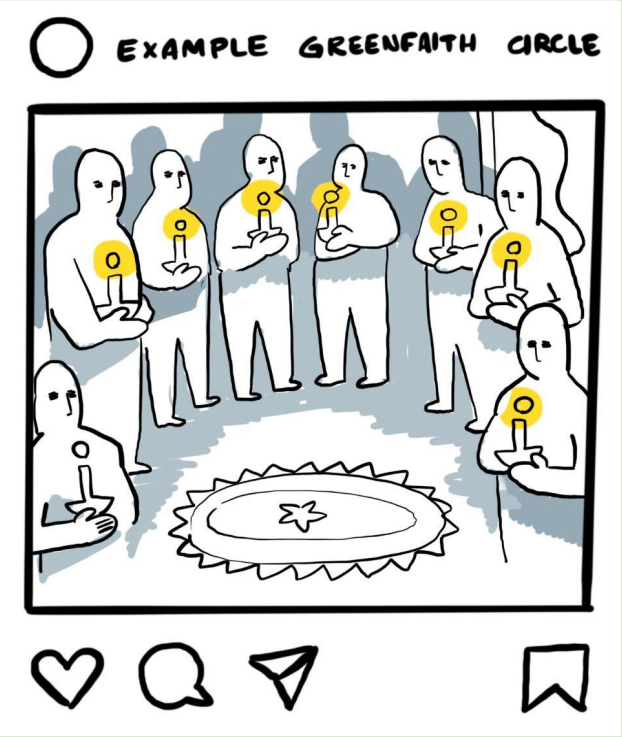



**Image:**

Community gathered inside the halls of power
(could also be at the doorstep)

**Sample Caption:**

It's not enough to pray while the world burns, so today we're holding our prayer service in Senator _____'s office.

# Sharing Your Action in 5 Social Media Posts

**Post 5:**

Reflecting on Action

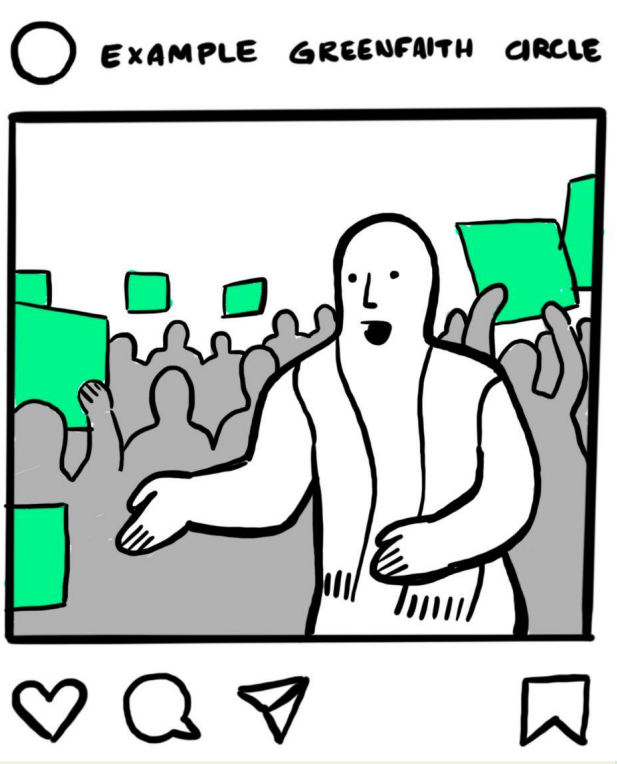



**Image:**

*Community member or faith leader in front of the crowd*

**Sample Caption:**

My faith compels me to take action. I felt afraid and powerless, but now that I'm here– I'm not afraid anymore.

# Tips for taking good photos




- No special camera needed (your phone probably has a great camera)
- Charge your phone so you can take lots of photos
- Landscape view (sideways)
- Avoid multitasking if you're the photographer. Stay alert and observant; things tend to unfold quickly once you're on the ground

# Tips for sharing photos online

## AKA The InterWebz ™




- ➔ Draft some sample language ahead of time
- ➔ Log in to social media pages ahead of time
- ➔ Research and save the account names of partner accounts you want to tag, along with hashtags you'll want to use (#Faiths4Climate)
- ➔ Upload photos to your computer & your group's photo library right away



**You can see everyone's photos and upload your own here: greenfaith.info/photos**

# Part 3: Getting Your Action Covered

Presented by Lynet

# Goal

**To make as much noise as possible for every action we do.**

This way, we will reach more partners & participants and achieve more action/response to our calls.





# Steps for Reaching Out to Media (Basic)

i. Research contact info
ii. Send media advisory
iii. Send press release with photos
iv. Prepare to talk to the media on the day of the action



# i) Research reporter contact info

- What are the best local media sources in your area? Print, TV, radio, social media?
- Which reporters have covered climate, environment, or religion in the past?
- It may also be helpful to know the kind of editor you are dealing with

# ii) Send media advisory (Media/press invite)

- Description of a media advisory
- Also called Press Invite
- Other options include those sent on WhatsApp, for easier and faster circulating.
- Sample Media Advisory

# iii) Send press release together with photos

- The press release can be done prior to the day of the event, but is released immediately after the event concludes.
- It should clearly state the 5Ws and H
- It should also have quotes from the key speakers at the event.
- It needs to be specific about the resolutions/conclusions of the event.

# iii) Cont...

- **The Press release must be accompanied by photos. Ask for emails of reporters and email both the release and available photos at the same time. Why? The person you email gets a lot more from different organisations and may only open one email (not necessarily two) from your organization**
- **Remember: Your story is competing with a thousand others for the little space available in any of the platforms**

# iv) Preparing to talk to the media

- **Know your talking points ahead of time and practice saying them!**
- **No matter what question you're asked, always find a way go back to those talking points.**
- **(See sample talking points in attached script)**

# Reaching Out to Media (Wit)

- Be available for media interviews. On topical issues, if they are not calling, call them to opine.
- Write opinion pieces and spread widely. Avoid jargon. Simplify for target audience and reporters.
- Know the products/sections/programmes/shows within the target media house.
- Pitch stories/pieces with longer
- shelf lives.



# Reaching Out to Media (Wit)

- Editors are trained to spot PR. Given a chance, focus on the issue. Expound without constantly mentioning GF. Do it minimally. If the content (audio, visual or print) is good, someone will obviously want to know who you are. There is also a by-line or intro for you by the media house anyway.
- Dressing for TV interviews in the studio: Avoid multi-coloured clothes. Go for plain colors
- For studio interviews: Ask the presenters to share in detail the topic they want you to discuss before hand. If you are the one offering to speak on an issue, share your points/topic with them to help them research and ask you appropriate questions



# Reaching Out to Media (Wit)

- Do not fear to reframe questions if you feel that would bring out your thoughts more clearly
- Avoid defamation…mentioning people or institutions in a bad light if you do not have the facts. Stick to the truth.
- Tag selected media houses on posts on Twitter and other social media platforms. They may ignore, but those who follow them can read
- Occasionally GreenFaith may find itself in a conflict, and may find several staff members being approached to comment. Until there are talking points, be polite. “No Comment” is a valid comment
- Refer to an official communication coming from the organization’s leadership.



# Reaching Out to Media (Wit)

- Have a script for everyone whenever there is an issue or event that involves talking to the media.
- Bigger Picture: Editors decide what is published on every platform. Offer regular (breakfast or other) meetings, training or travel opportunities.
- Partner to sponsor media awards (say a category that focuses on clean energy).
- Sit strategically (where the cameras can capture you) and do not shy away from asking for the microphone to speak.



# Reaching Out to Media (Wit)

- When holding rallies or demos, creative banners capture the attention of everyone, including the media.
- Do not be too punitive to media should they misreport you. Handle disputes well, giving space to future engagement. There should not be a fallout.
- Give opinion even if just expounding on what an earlier speaker may have said. You may just bring it out better and be the one to be quoted by press.



# Other ways to get your action covered (Low hanging fruits)

**These, unless being pushed, should not be paid for:**

- Op-ed (long shelf life)
- Radio shows
- Letter to the editor
- Comment on pieces appearing on internationally recognised (+ environment related) days such as World Environment Day

# More low hanging fruits

- **Helping with fact checking on issues around GreenFaith interests, and publishing in the website, then sharing**
- **Right of reply - on mention of GF name, or to correct misrepresentation by media or in commentaries.**

# Stories of Change

- **These are positive outcomes of the capacity building as well as the actual projects engineered by GreenFaith.**
- **They can be found after evaluation, in reports, as well as testimonials.**
- **Testimonials are those personal stories of those impacted by the injustices we condemn.**
- **They include those living close to mining pits or coal power plants, those in camps after being displaced by floods, those whose lands have been taken by corporations and governments, to mention a few.**

# How to Spot Stories of Change: Success Stories

- **Understand your project goals and the target beneficiaries. If it is successful, then there lies your success story. Narrate it.**
- **Make them more visible through designing and describing what is posted online or published as stories of change (images and info-graphics help)**



# How to Spot Stories of Change




- Encourage/improve communication with everyone in the grassroots to be up to date with the going ons
- Post accurate material online. (Facts, spellings, images that don't defame anyone, no plagiarism). Avoid forwarding unverified information.
- They exist in reports, but are not elaborate. Have eye for the interesting things in the lives of people you interact with through your projects.

# Spotting Stories of Change, Cont.

- ➔ Share information with comms team
- ➔ Take before and after photos of projects and share with communications team
- ➔ Have voices/testimonies. Do not fake.
- ➔ Let the beneficiaries of your projects express themselves in whatever language, it's more real. Then get a translator.
- ➔ The following Reporting Tool can also help you to frame your thoughts for stories (including success stories)



Asante

Amasagilano

Thank You