Neighborhood Groups Using the Media
Dec. 17th, 2008
6:30-8:30

6:30 Introductions
   Name
   Organization
   One question you have about the Media

6:40 Media Panel
   Introductions
   Basic Questions about using the Media
   • What are you looking for when deciding to cover a story?
   • Complete this sentence: if a neighborhood wants the press to cover a story they should _________
   • What is one mistake that neighborhoods make when dealing with the media?
   • What can people or organizations do to make sure that not only do the media cover an issue, but that their perspective on an issue is presented?

7:20 Breakout groups
   Pick an issue and develop strategies

7:50 Digital Television Transition
   What neighborhoods need to know about the transition from analog to digital television

8:25 Evaluation