**Be Heard!**



CJTI

A Training Proposal from

The Community Journalism Training Institute

A Project of the Media Consortium

A labor protest at a hotel; a strong activist presence at a legislative hearing; a home foreclosure blocked by community members; a wrongful arrest. Will these actions make the news? How do you ensure that these important stories are told, and told in a way that makes the most impact?

Activists can no longer rely on local news to cover these events (if they ever did). In today’s digital world, you make news by, literally, making news. Today, when you train your volunteers to be activists, you also need to train them to be journalists.

Imagine that each of your organization’s actions resulted in dozens of tweets, facebooks, instagram photos, and Ustreamed videos. What if your volunteers knew how to do a 60 Minutes-style interview with local politicians or police; what if they knew how to take a photo of an event that was compositionally compelling or video that captured the essence of the action?

The Community Journalism Training Institute can make that vision a reality. In our short Be Heard workshop, we can teach individuals how to use equipment they already own and use digital access they already have to record and communicate the power of their activism.

For those already digitally savvy, we offer Think Like a Journalist, a three-hour workshop which teaches activists how to conduct an interview, how to choose a subject for a photo, how to decide what to film and when. And we can always create a new workshop tailored to your needs, including bilingual workshops for Spanish speakers.

Each workshop will be taught by a master trainer and an assistant trainer. Our trainers are the best in the business, led by Curriculum Director Susan Mernit, former senior director for product at Yahoo, consultant to the Knight Foundation, and founder of Oakland Local. We can bring the training directly to your facility, seamlessly integrating the experience so that students believe your organization is offering it directly, or we can do the training at one of our facilities.

We charge a fee for the training, based on which training is offered and the level of instruction. You can pay that fee as a sponsor or pass it through to the participants. As a sponsor, your logo will be on all training materials that go to your students. To sign up, contact Program Director Jo Ellen Green Kaiser at [joellen@themediaconsortium.com](mailto:joellen@themediaconsortium.com) or 415-878-3862.

Fee Schedule

**In-person Workshops**

**Be Heard Introduction**

30-60 minutes with Trainer

Demonstration only; no hands-on practice $35-75/attendee

**Be Heard Workshop**

Two hours with Trainer and Journalist

Includes hands-on practice in small workshop setting $100/attendee

**Be Heard Workshop Plus**

Same as Be Heard Workshop but includes

One follow-up interactive Q/A session via webinar $125/attendee

**Think Like a Journalist**

Three hours with Trainer, Assistant, and Journalist

Includes hands-on practice in small workshop setting

Fee includes refreshments $175/attendee

**Think Like a Journalist Plus**

Same as Think Like a Journalist, but includes

Two follow-up sessions via webinar $200/attendee

**Webinar-Only**

**Be Heard Webinar**

One hour live, interactive workshop with Trainer $40/attendee\*

\*$25/student with guarantee of 20 students

We are willing to work with organizations to sponsor all or part of the cost for participants. Please contact us at joellen@themediaconsortium.com