**GRITtv Media Training**

*"The GRIT Group media training was inspirational--Laura and Joel taught me to be fearless in front of the camera, to overcome insecurities and to embrace and use my inner strengths. I walked away feeling really motivated about our work and ready to change the world, one interview at a time."*

*Anuradha K. Bhagwati, Exec Dir, Service Women's Action Network.*

GRITtv offers media training informed directly by professional experience and the expressed needs of grassroots movements and non-profits. This two day in-person training gives up to 12 participants an in-depth look at what it takes to represent themselves and their work in modern media. Training takes place in an actual studio with a professional interviewer, under lights and in front of cameras.

Topics addressed include

* Pitching and dealing with TV bookers;
* Framng and fine-tuning your message;
* Effective makeup and clothing;
* Real time role-play for up to 6 participants, featuring remote and in-studio camera technique and interview skills.
* Post appearance promotion.

Beyond the nuts and bolts of training, the GRITtv process builds confidence and presentation skills appropriate for organizing, leadership and any public speaking context. The Just Transitions training will be specifically designed for New Economy leaders—both nonprofit activists and grassroots entrepreneurs/ small business owners who seek to influence not just consumers and clients but also policy makers and media.

Unlike many pre-packaged media trainings, the GRITtv process is collaborative, not proscriptive. In place of focus-group soundbites, participants are given the skills to represent their authentic selves, their passions and the message of their movements. Participants walk away energized by their project and their possiblities.

***Training Personnel:***

Media Trainer: GRITtv Host **LAURA FLANDERS** is a contributing writer to **The Nation** and **Yes Magazine**, as well as a regular contributor to **MSNBC.** An experienced broadcaster and best-selling author she has appeared on shows from **Politically Incorrect** with Bill Maher, to the **Tavis Smiley Show** and **The Factor** with Bill O’Reilly. Before founding GRITtv, she hosted **The Laura Flanders Show** on Air America Radio and **Your Call**, a daily call-in on public radio KALW in San Francisco. Flanders was also the founding director of the Women's Desk at the media watch group FAIR where for more than 10 years she produced and hosted FAIR’s radio program, **CounterSpin.** You can follow her on Twitter @GRITlaura.

Co-Media Trainer: **JOEL SILBERMAN** (Founder and President, Media Talent 2.0 Inc) comes to political communications from a disciplined theatrical and musical career and is now a widely respected media strategist/trainer for progressive organizations, online activists and candidates. Some of his past and present clients include: Van Jones / Rebuild The Dream, People for the American Way Foundation, the Young Elected Officials Network, Media Matters for America, the New Organizing Institute (NOI), the Gay and Lesbian Alliance Against Defamation (GLAAD), the National Women’s Law Center, the Lawyers’ Committee for Civil Rights, ProgressiveCongress.org and the Congressional Progressive Caucus, Markos Moulitsas (DailyKos.com), Nate Silver, Mike Lux, Lt. Dan Choi, GetEQUAL, OurTime.org and numerous Federal, State and Local elected officials.

Make-up Artist: **DIANE POTTINGER** a thirteen-year veteran in the cosmetic industry, currently works as the main makeup artist for PIX11 morning show in the number one media market – New York city -- as well as for GRITtv/The Laura Flanders Show. Pottinger, a Jamaican native, has full familarity with the demands of HD photography and make up for all skin types and skin tones.

Social Media Trainer: **DEANNA ZANDT** is a media technologist, the co-founder of and partner at Lux Digital, and the author of Share This! How You Will Change the World with Social Networking (Berrett-Koehler, June 2010). She is a consultant to key media and advocacy organizations, and her clients have included The Ford Foundation, The Daily Beast/Newsweek, and Jim Hightower’s Hightower Lowdown. Zandt is contributor to Forbes.com via her ForbesWoman “Prospect: Tech” blog, and a social media advice contributor NPR’s flagship news program, “All Things Considered.” She has advised the White House on digital strategy and public engagement.