**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.*

*“Since 2010, GRITtv has provided high-quality media training for grantee partners of The New York Women’s Foundation. Training participants report improvements in overall confidence, knowledge, skills and preparation for media engagements via television and social media. In addition to the classroom training, participants had the opportunity to practice what they learned in a television studio and received real-time feedback and support from GRITtv’s smart and movement-attuned trainers.”*

*Camille Abrahams Emeagwali, M.S.* *The New York Women’s Foundation*

GRITtv offers media training informed directly by professional experience and the expressed needs of grassroots movements and non-profits. The GRITtv training gives participants an in-depth look at what it takes to represent themselves and their work in modern media. Topics addressed include how to work with producers and bookers on the phone, the fine-tuning of your message, effective makeup and clothing, as well as remote and in-studio camera technique and interview skills. More than a media-training alone, however, it builds confidence and presentation skills appropriate for organizing, leadership and any public speaking context.

The GRITtv process is collaborative, not proscriptive. In place of focussed-grouped soundbites, participants are given the skills to represent their authentic selves, their passions and the message of their movements. They practice with each other in role-play with eachother, and then, they get to experience an interview in a broadcast studio with a professional interviewer.

Clients critique their own performance and receive feedback. GRITtv also offers a workshop on promotion/outreach and social networking around media appearances in order to attract other media attention, grow organization and expand impact.

A full GRITtv media training is a two-day event for a maximum of twelve clients costing roughly $2,000 per person. A one day training is also available. GRITtv dedicates a good amount of time to practice, hands-on help and feedback. It's a lot to grasp, and people have a lot of questions and insecurities -- especially people who tend to have little experience. Clients like to see samples of successful and less successful appearances by familiar faces, and nothing substitutes for the experience of being in an actual studio with a professional interviewer, under lights, in front of cameras. In addition to message and performance work, before and after tape-recording and role-play in a studio, a full GRITtv Training offers:

* *Pitching, framing, and getting on TV*: experienced producers advise on pitch and framing, dealing with bookers, getting booked.
* *Say what you mean and mean what you say*: prepare yourself mentally and physically for going on TV. The importance of presence and authenticity.
* *Make up for the masses*: TV is a visual medium; how to handle appearances via remote and in-studio situations. Know what to bring, what to wear and how to accomplish what you intend to accomplish, with an expert.
* *Real-time role-play:* In a studio, under lights, practice interview skills with a professional interviewer, in both one-on-one settings and panel format. Includes play-back, self-critique and feed-back.
* *Shameless self-promotion*: Work with a promotion expert on pre-and post promotion, using social and professional networks to get the most out of every appearance.

ast Clients include: The New Y0rk Women’s Foundation (2010, 2011, 2012, 2013), The Ms Foundation, National Nurses United (2012, 2013), The American Sustainable Business Council (funded by the Ford Foundation) and more.

***GRITtv with Laura Flanders:***

Founded in May 2008, GRITtv with Laura Flanders is an online TV program that showcases social justice experts and builds effective communications skills in media marginalized constituencies so as to increase programming diversity and to bring new perspectives into the dominant media and public conversation. The GRITtv media training program grows directly out of our experience, working with grassroots experts in broadcast media, and the expressed wish of our community collaborators, “GRITGroup.”

***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. Zandt specializes in social media, is a leading expert in women and technology, and is a frequent guest on CNN International, BBC Radio, Fox News and more.