



Citizen Media Notes for Community Direct Action

- produced by WACA in 2017 for the commons -

Build Up to your action or media stunt

(length of time required depends on issue and scale of the action)

- Use Twitter and FB to start discussing the topic and target of your action.
- Familiarise your followers and friends with the topic/issue and create a hashtag that people can identify with.
- Build support in the online community and ensure your friends online are connected to the issue so when the action happens you can engage them to support and amplify the action
- Tweet at media in the build-up about the issue to draw it to their attention and post in community groups related FB areas about the issue so people are primed around the issue.

Main Stream Media

Media Release

The media release is an inverted pyramid formula.

That means the most important information is the first paragraph and the top line messaging is reinforced by quotes, followed by additional tiers of messaging.

This is a formula that journalists like and find easy to use because it basically gives their story the narrative backbone or frame and saves them time and effort.

Your quotes should be clear, on message and not be too long. Remember journalists in all mediums have word limits and time constraints.

If you can attach a good quality photo from the action with the media release, if you have almost done their job.

Another useful addition is providing a background or a brief document on the issue, that way they can read and pick other info out without having to do much work.

The background briefer must of course be carefully considered in relation to the objective of the action and show clear citations and links.

WE DONT WANT YOUR
DIRTY WARS
Wocce.net.au

#DISRUPT2017

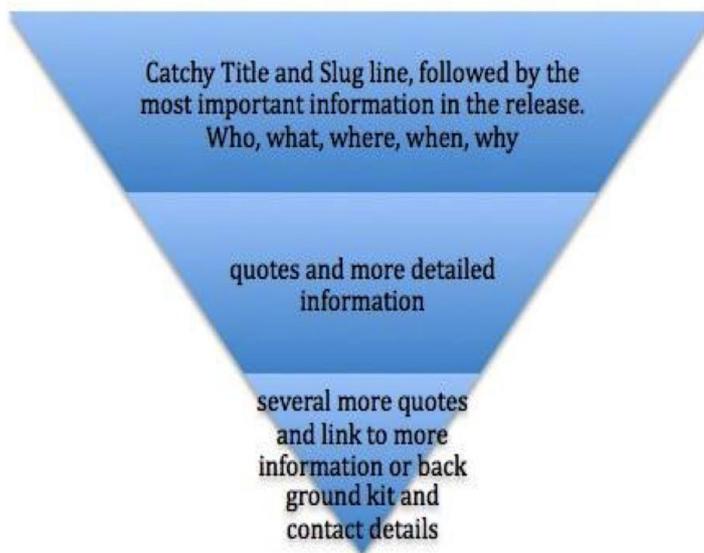
BRING
THEM
HERE

10 DAYS OF

DIRECT ACTION

FUCK SHIT UP

Inverted Pyramid Structure of the Media Release



MEDIA RELEASE TEMPLATE

(try to keep release to one page - two at the most)

FOR IMMEDIATE RELEASE

Title: Protestors Stop Logging

Slug line: The battle over the state forest heats up

Release date/time:

- Opening Paragraph: Who, what, where, when and why
- 2nd Paragraph: First Quote and further description and first quote
- 3rd paragraph: quote
- 4th paragraph: Point to further action or conclude information
- place additional quotes below that
- add hashtags or links
- Add Media Contacts name and numbers
- Always put END (so they know they received full text)
- attach briefing document as link or separate document or after the END

NOTE:

Make sure you have assigned media spokespeople for the day of the action. List 2 Media Contacts if you think the action will get a lot of media attention so that journalists can get through and possible interviews are not lost.

#DISRUPT2017

10 DAYS OF DIRECT ACTION

FUCK SHIT UP

At the Action

Spokespeople:

If the action is large and will attract a lot of media, it is wise to assign 2 Spokespeople on the ground at the action and at least one of them should be a spokesperson not listed on the media release as a phone contact. That way they can focus on talking to the media who are present.

Media Wrangler:

It is also wise to assign a 'media wrangler'. Often media crews will want more background information (because of course not all of them will have read your background briefer). Making follow up calls to media to make sure they received the list is important, if you have enough people assign someone to do this.

Different Spokes for Different Mediums:

Separating out the spokespeople doing phone calls from the media release from the spokesperson on the ground means you cover all possible media opportunities without exhausting the person listed on the media release.

INTERVIEWS

- Have your key messages and quotes printed out so you can refer to them and read them if you are nervous. Remember you may only get 30 seconds to convey your story
- Don't let the media reframe your story.
- Take your time – don't rush your responses
- Be prepared to reframe the interviewer's line of questioning
- Use closed answers so that the interviewer can't lead you away from the message you want to get across
- Repeat your main message at least 3 times or in 3 different ways

Use this closed answer formula when facing a hostile interviewer:

Statement – Because/However – Example

Question: So you support people coming here illegally by boat and risking their kids drowning at sea?

Answer: I support the right of people to seek asylum (statement) **because** that is their legal and human right under international law and Australia is a signatory to this UN convention on refugees.(example)

23 NOV - 2 DEC DISRUPT.NET.AU

#DISRUPT2017

10 DAYS OF

DIRECT ACTION

FUCK SHIT UP

Answer: Seeking Asylum is not illegal **however** indefinitely detaining people who have committed no crime is under international law (Statement). All of the people being held on Manus and Nauru are in danger (**because**) of the Govt's current policy, these detention camps have been condemned both by medical professionals and the UN. (example)

SOCIAL MEDIA

- Assigning people to do social media is a crucial role for direct action.
- This is the space in which you can control the narrative and tell the story of your action and hopefully bring people along with you as the action unfolds.
- In particular twitter is the space that politicians and the media watch to feel the pulse of community issues and of course for breaking stories.
- News stories often break days or hours on twitter before they find their way into the mainstream and journalists also realise this is a great way to source material especially photos and videos.
- Remember social media offers you the space to tell the story of your action so that by the time the mainstream media pick up on it, they are quoting your tweets and your supporters tweets. Keep that in mind in terms of staying focused on the story you want to tell.

HASHTAGS

- A good hashtag is crucial.
- Shorter the better
- If creating a new hashtag - check it doesn't already exist
- Make sure everyone else tweeting at the action knows the hashtag and that you are following each other on twitter so you can boost each other's tweets

23 NOV - 2 DEC DISRUPT.NET.AU

COMMUNITY VS CAPITALISM
#DISRUPT2017

10 DAYS OF

DIRECT ACTION

FUCK SHIT UP

Twitter Handles

- Know the handles on twitter of people that are alphas/influencers either on an issue or within the networks you know will be supportive or can impact the politics of the conversation.
- An Alpha does not necessarily mean a handle with the most followers, it means the handle that has sway in the ebb and flow of issues and trends, particular community issues or topics and hashtags.
- It is the handles that others trust for various reasons within the topic or community and that have sway for others to retweet and follow.
- Sometimes Alpha's only have a few thousand followers but their voices are valued and they are often followed by people with much larger numbers that are then able to amplify
- Have a list of allies/accomplices that you can mention in tweets to get them following the action, engage in tweets and the hashtag. These handles can help begin the spiral out as they are the early adopters of the unfolding action that peak interest to others on twitter.
- Consider your political targets on twitter for your action and tweet at them. Don't be abusive, stick to the issue but humour is often rewarded on twitter :)
- People are more likely to retweet if your use of facts has a verifiable link to the source information. Includes links like citations.
- Remember you are telling the story of the action but as the action unfolds also drop in truth bombs or stats on the issue (with links and a photo)
- Don't forget to wrap up the action with a final tweet.
- Follow up in the 24-48 hours after the action, responding to people tweeting at you, posting mainstream media articles about the action and use this as an opportunity to keep the issue rolling and the hashtag ticking over
- If you have the time a short video (3 mins) of the action should be compiled and tweeted out within 48 hours of the action.



#DISRUPT2017

10 DAYS OF DIRECT ACTION

FUCK SHIT UP

FACEBOOK

- Golden Rule for FB during a live action is not more than 3-4 posts over the course of the action.
- Pace your posts depending on the length of the action.
- Tell the Story from BREAKING to letting people know the action is over and linking them to further action or information
- Tell the arc of the story. EG beginning, middle and end posts and a wrap up post that directs further to website or other action on the issue.
- Remind people to follow the hashtag on Twitter for live tweeting of the event

TWITTER

- Golden Rule for Twitter during a live action is you can never tweet too much during an action, as long as you keep a steady pace and tell the arc of the story unfolding.
- People love photos and videos but provide context, links and hashtags
- Prepare some tweets using quotes from your media release and add a photo update on the action.
- Take lots of different photos – don't keep using the same photo over and over again
- mention and tag alpha's in the community with the hashtag
- Remember to engage in dialogue with those following and tweeting back at you.
- Twitter is not like FB it is real time dialogue.
- Be prepared to intelligently counter the opposition narratives

Framing your action

It is all about good framing. Make sure your message is in the frame.

Photos

- Take the time to properly frame your shots
- Use wide shots, mid shots or close ups
- Include a sign or banner that conveys branding or message
- Include shots that have the site of the action and give context
- Take the time to crop and sometimes add a filter depending on lighting.
- You control the time line that unfolds on twitter, don't rush it but be consistent
- Relate the unfolding of the action back to the issue
- Take the time to respond to people following and tweeting, use this as an opportunity to tell your message
- Try to attach a link to your campaign or further info that verifies your supports your action.

23 NOV - 2 DEC DISRUPT.NET.AU

#DISRUPT2017

10 DAYS OF

DIRECT ACTION

FUCK SHIT UP

Videos

All of the above plus the below. You can pre-frame your action with additional videos to use on the day by pre-recording snippets with people involved about why they are taking action. Keep them under one minute though.

Always film in LANDSCAPE not PORTRAIT!!

- Try to move in panning motions either vertical or horizontal rather than jerky haphazard movements.
- Take the time to trim and consider if that video captures what you wanted. You can always do another one.
- Remember your voice is closest to the phone or camera so it sounds loud on video – moderate accordingly if you are interviewing or talking in the video
- Use 30 sec clips to tell the progression of the action – but make sure the tweet that goes with the video gives the update/message too
- Longer videos are okay if it is a speech or unfolding action of arrest or police encounter for legal observation.
- Under 2-3 minutes is the general rule – unless it's a speech.
- If you want to capture the entire action then periscope or some form of live stream on FB is the best bet. But if you do that make sure you have other people tweeting the action as it unfolds using shorter videos or photos, to keep on the hashtag and then have them link to the live stream in their tweets.
- Remember to follow the narrative arc with your videos and photos.
- If the action is long EG sit in. do short videos with people involved but keep them focused on discussing the action and message rather than bitching about the police or the media
- Don't forget to do a wrap up tweet and thank people for supporting – USE LINKS to your page or website etc as you sign off.
- DON'T ENGAGE THE TROLLS – stay focused and let other people deal with the trolls.
- Mention politicians and those you are trying to target, expose their brand or names on twitter and make sure to include the hashtag

Broader Communications Strategy contains

- Analysis of the issue and action
- Campaign objective and audience
- Messaging
- Stakeholders
- Allies/Accomplices/Supporters
- media release, backgrounders, promotional material
- media list