

# GLOBAL ACTION PROJECT

telling stories. building movements.

## EDUCATIONAL JUSTICE

As the fight for control over our public education system is increasingly marked by rhetoric employed by non-progressive forces, educational justice organizers need to know how to use media to reframe the issues in support of our struggles — from challenging the school-to-prison pipeline to halting school closings and privatization; from working towards restorative justice or the DREAM act to pushing back on the criminalization of low-income youth of color, immigrants and LGBT youth. Let's not let mainstream, corporate media define and distort what educational justice is. Learn how to make your own media that reflects your own values and beliefs!

### WHAT IS MEDIA IN ACTION?

Media in Action (M.I.A.) Institute is a FREE 3-day training for youth organizers and leaders who want to build media production and analysis into their educational justice work.

We will share curriculum, tools and resources for framing and messaging your work and, most importantly, provide an opportunity for groups to strategize using media.

To download an application visit:  
[www.global-action.org](http://www.global-action.org)  
or contact Teresa Basilio at  
[teresa@global-action.org](mailto:teresa@global-action.org) or (212) 594-9577

### MIA 2011 IMPORTANT DATES

**APRIL 19**

deadline  
to  
apply

**MAY 9-24**

groups  
notified &  
needs  
assessment  
conducted

**JULY 28-31**

Media  
in  
Action  
Institute  
in NYC



All major expenses during the Institute are paid (e.g. airfare, lodging and meals during Institute activities).

# GLOBAL ACTION PROJECT

## Media in Action **2011** Telling Stories. Building Movements

**Global Action Project's Media In Action Institute**

**NYC | July 28 - 31, 2011**

**Information Sheet**

**APPLY NOW!**

At Global Action Project (G.A.P.), we believe that media is a strategic tool for creatively engaging young people in working toward justice. When used effectively by those fighting for change, it has the power to disrupt dominant narratives, tell untold stories, shift public debate and inspire popular action.

This year, G.A.P. is excited to announce that we are gearing our national media training institute for youth organizers in support of **EDUCATIONAL JUSTICE**. As the fight for control over our public education system is increasingly marked by rhetoric employed by non-progressive forces, educational justice organizers need to know how to use media to reframe the issues in support of our struggles — from challenging the school-to-prison pipeline to halting school closings and privatization; from working towards restorative justice or the DREAM act to pushing back on the criminalization of low-income youth of color, immigrants and LGBT youth. Let's not let mainstream, corporate media define and distort what educational justice is. Learn how to make your own media that reflects your own values and beliefs!

In light of the current situation, G.A.P. is hosting our 6<sup>th</sup> annual Media in Action (MIA) Institute for **youth organizers** and **leaders** who want to gain analytical, technical, and creative skills to make and use media for educational justice. During the 3-day training (July 28-31, 2011), we'll share curriculum, tools and resources for framing and messaging your work and, most importantly, provide an **opportunity for local and national organizations to strategize** to use media to scale national impact. If your organization is working on educational justice issues and recognizes the importance of using media in advancing this work, then we encourage you to apply to send **ONE** youth and **ONE** adult staff to NYC. **All major expenses during the Institute are paid** (e.g. airfare, lodging and, meals during Institute activities).

**G.A.P.'s Media in Action training entails** hands-on production activities (i.e. storytelling and interviewing techniques, aesthetic composition, creative camera work, etc.), political analysis that examines the narratives around educational justice, and discussion and strategy sessions to make media relevant to your work.

## **Workshop Topics May Include:**

*\*Activities will be tailored to reflect the work of participating organizations*

- Media and the educational justice landscape
- Power, ideology, culture and media
- Framing and messaging for social justice impact
- Art of the interview
- Basic camera work, audio, and web upload
- A round-table with key media/community organizers
- One-on-one clinic to focus on your organization's needs

## **Through participating in Media in Action, organizations will build capacity in:**

- **Making communication tools** with compelling stories and convincing messages that can move the immigration debate to reflect the lived experience of people in our communities
- **Expanding reach** of messages
- Supporting **creative and fun avenues** for young people to contribute to and participate in organizing efforts
- Broadening the organization's base through an **increase in youth participation and leadership**
- Building relationships with education advocacy and organizing groups in NYC and nationally

## **Criteria for Applicants:**

- Work within a **social justice framework** and a commitment to movement building.
- Organizing, youth leadership or education activities fall within **Educational Justice**
- Have active **youth component** or can demonstrate attempts to involve youth in organizing efforts
- Have some **capacity to make media** (in the form of current media work, access to equipment, access to a filmmaker, commitment to developing media as a tool in the organization in terms of staff or youth leadership)
- Can commit to send **ONE** youth organizer and **ONE** staff person to the entire training.

If you have any questions, please direct them to Teresa Basilio, Director of MIA [teresa@global-action.org](mailto:teresa@global-action.org) or at 212-594-9577.

*Thanks, and we look forward to hearing from you!*

# GLOBAL ACTION PROJECT **Media in Action 2011**

Telling Stories. Building Movements

**Global Action Project's Media In Action Institute**  
**NYC | July 28 - 31, 2011**  
**APPLICATION**

If your organization would like to be considered, please complete and return this application **by Tuesday, April 19, 2011** to [teresa@global-action.org](mailto:teresa@global-action.org).

**Please attach your application as a Word file if possible.**

1. Organizational Profile
  - a. Main contact person & info (name, website, email, phone)
  - b. Mission and Programs (please include brief description of programs)
  - c. Describe your base/membership, and their role in decision-making
  - d. Current campaign(s) and/or main activities
  - e. Number of staff (full-time & part-time) and youth engaged in media-making, if any
  - f. What does your youth organizing program look like (e.g. role of youth in the organization, age group, how often they meet)?
  - g. List 2-3 people who can attend from your organization, preferably youth and staff.  
(Names and Roles)
2. Has your organization ever used media (e.g. video, article, blog, song)? If so, what kinds, and to what effect? What challenges came up?
3. Please share with us any links to your media work:
4. What concrete skills would you like to gain from this institute? Specifically, reviewing our workshop topics, what workshops/activities would be most useful for your organization?
5. How does mainstream media coverage (of your organizing and broader issues) affect your work?
6. What's your vision for how we can use media to strengthen the Educational Justice movement?