

MEETING 3: MAKING THE STORY

Objectives of Meeting 3

- ❖ Teambuilding
- ❖ See how people who disagree can bridge their differences
- ❖ Discuss the different types of media
- ❖ Begin drafting posts

1. **The meeting essentials**
2. **Civil discourse**
3. **Using media to inform on a local topic**

Activity 17: Teambuilding

Ask each group member to stand back-to-back with another person. Turn and face each other

2. Introduce themselves (first name first time, middle name second time, last name third time)
2. Answer the question that you ask (see below for suggestions)
2. When finished, stand back-to-back with someone different, and wait for a different question

Sample questions:

- What was one highlight from your day today?
- What are you enjoying most about our KYG group and meetings?
- What are you looking forward to most about KYG?
- What do you want/hope to learn from our meeting today?
- What is a way you hope our group will have fun through KYG?
- What is your favorite media to use to stay in touch with friends?"

Activity 18: Find Out More About Media and Engage

Your group will be using five different types of media:

1. Blog
2. YouTube
3. Facebook
4. Instagram
5. Twitter

A. Pros and Cons of Media Platforms

Different types of media are used for different reasons and types of communication. Break up into five small groups and assign each group a media type. Give the groups two minutes to brainstorm the pros and cons of each type of media and then share with the entire group. As a large group, start to think about the different types of research and information you have on your topic and how you will divide what you have on the different media platforms.

Here are some examples of pros and cons for each media type.

1. Blog
 - a. Pros: Starting is easy, can help create a sense of community, living archive of personal sources of inspiration, incredible outreach
 - b. Cons: Requires regular updates, being too honest can lead to trouble, sometimes technical issues can require extra time

Source: <https://www.elledecor.com/shopping/best-stores/news/a3383/the-pros-cons-of-blogging-a-70424/>

2. YouTube

MEETING 3: MAKING THE STORY

- a. Pros: Second most used search engine, videos are very engaging, able to add keyword tags to help with searches,
- b. Cons: Lack of control over the ads that appear with your content, limited to videos,
Source: <https://www.freshegg.co.uk/blog/social-media/social-media-platforms/youtube/the-pros-cons-of-hosting-your-videos-on-youtube>
3. Facebook
 - a. Pros: Very popular, able to target posts, can post images and videos, able to create pages that people can subscribe to, powerful tool for marketing
 - b. Cons: Lack of privacy, fake profiles, can be time consuming
Source: <https://www.shoutmeloud.com/what-are-the-advantages-and-disadvantages-of-facebook.html>
4. Instagram
 - a. Pros: Privacy settings, customizable features, share content, hashtags and geotags, stories feature, able to link to Facebook and Twitter, easy to use, powerful tool for marketing,
 - b. Cons: Limited to photo sharing, not web optimized, limited web-version, image theft, false advertising
Source: <https://www.prosancons.com/internet/pros-and-cons-of-instagram/>
5. Twitter
 - a. Pros: Easy to create, hashtags improve awareness, short and to the point
 - b. Cons: Very busy-340 million tweets per day, character limit makes it difficult
Source: <https://www.matrixinternet.ie/the-pros-and-cons-of-twitter/>

B. Engage

Discuss as a group how you will engage on each platform. Will you create a county KYG account? Does your county have an account they want you to use? Will every delegate have access or will your group have one person posting? Will people use their individual accounts and include your county name on posts? There are many ways to engage and we encourage the group to be as creative as possible in ensuring all delegates have a way to engage.

Also, as your group begins to think about what they will be posting about their local issue or responding to others, please encourage them to THINK about using the following guidelines:

Is what they are posting:

T-True?

H-Helpful?

I-Important?

N-Necessary?

K-Kind?

Activity 19: Build Relationships

Watch this short video, Donna and Bob – An Unlikely Friendship:
(<https://www.youtube.com/watch?v=4dMMCVfKP9s>)

After watching the video, give the delegates three minutes to write down their thoughts and reflections about the video.

Next as a group, discuss:

1. What stood out about Donna and Bob's relationship before and after they had coffee together?
2. What would happen if more people, like Donna, reached out to people who have contrasting views?

MEETING 3: MAKING THE STORY

3. Are there people in your life that you no longer have a relationship with due to differing values/opinions? Are there people you never tried to get to know because of their beliefs? Would you share this video with them to start building or rebuilding a relationship?
4. Before the conference in February, reach out to this person and ask if they will sit down and talk with you. Share the video and see if they would be willing to build a relationship with you.

Activity 20: Review Research, Interviews and Photographs

Have delegates share the research, interviews and photographs they found between meetings.

Reflect:

1. Anything new or interesting?
2. Did the interview or research go smoothly? Why or why not?
3. How did the approach to the questions, or phrasing of the questions, affect the response?
4. What pieces of information on your issue are still missing? Where might you get these?

Apply:

1. What would you do differently next time?
2. What situations/opportunities in your life might you use interviewing?
3. How are you better prepared to be interviewed, now that you have interviewed someone else?

Some counties are using this time to perform interviews and do research. At the completion of this work, have the delegates answer the questions above.

Activity 21: Flip Sides

Your issue's reasoning and research will be stronger if you consider the other side. Take your assertion and reasoning and flip sides.

1. Take your assertion and flip it. Write it up on the board or flip chart.
2. As a group, brainstorm reasoning that supports the assertion. Write these under the assertion.
3. Break up into small groups and brainstorm sources of evidence. Come back together and share ideas.
4. Does this discussion reveal any holes in your original assertion? Is there additional research to perform to make your original assertion even stronger? Assign someone to work gather this information.

Activity 22: Writing the Story According to Medium

Based on what you learned in your research, gathered during your interviews and photographs; begin drafting posts and storyboarding your video according to what you learned about the media platforms. See "**Writing the News Story**" on Pages 5-7 for ways to think about writing the blog, storyboarding the video and focusing posts.

Assign delegates to each medium to draft posts and the storyboard. As a reminder, here are the requirements for the final project.

Blog page: Coming soon

Required minimum post: 400 words with two pictures

YouTube Channel: Washington State 4-H Know Your Government

<https://www.youtube.com/channel/UCSiwcD6KimmcgMLdudt5qXA>

Required minimum post: Two-minute video

Facebook Page: WA State 4-H Know Your Government

MEETING 3: MAKING THE STORY

<https://www.facebook.com/WA4HKYG/>

Required minimum: Three posts

Instagram Page: wa.4h.kyg (do not use wa_4h_kyg)

<https://www.instagram.com/wa.4h.kyg/>

Required minimum: Three posts

Twitter: The handle of KYG is **@WA_4H_KYG** . When you tweet about your topic, tag us.

Required minimum: Four tweets

Instructions on how to post to the different types of media will be part of Meeting 4.

Activity 23: Bi-Partisan Road Trip

Two congressmen, one Democrat and one Republican, from Texas rode with each other to Washington DC and documented their trip on Facebook Live. Watch this video to see what they learned about themselves and each other. (<https://www.cbsnews.com/video/texas-congressmen-find-common-ground-along-a-1600-mile-road-trip/>)

1. It appears that the congressmen had an easier time bridging differences than Donna and Bob from the earlier video. Why do you think this is the case?
2. After watching these two videos, what can you do when you find someone disagrees with your opinions or ideas?

Activity 24: Compliments and Closing

A positive part of our teambuilding happens when we become aware of what we do for the group that helps us get along, contribute to our goals, and have fun. One way to do this is to share compliments or things you appreciate about the group. We are going to use a website called, www.polleverywhere.com

This is a free service and very easy to use; the help section has lot of helpful Q and A and mini video tutorials. Before the meeting, set up your poll. *If you aren't comfortable doing this, ask your delegates if anyone is familiar with this. If someone is, ask them to set up your poll.*

You can do Steps 1-8 prior to the meeting.

1. Sign up for a free account.
2. Your primary use will be 'You're presenting'
3. Fill in your name, email and password
4. Select how you plan to use your Poll Everywhere, Click Account Setup
5. Choose 'Open-ended'
6. Type 'Share a compliment for the group' in the Question box
7. Click 'Create' or 'Add another activity' if you want to add another question until you are done and then click 'Create'
8. Click 'Activate' to publish your poll.

During the meeting:

9. Log into www.polleverywhere.com and bring up your poll on the screen for all the delegates to see. Have the delegates text the code to the five-digit number.
10. After the delegates get a text back, they can text their positive comments or words of appreciation for the whole group to see.
11. Their answers will show up on the screen.

MEETING 3: MAKING THE STORY

Before Meeting 4

1. If more research, interviews, pictures or writing are needed, **assign this work to be done** and brought to the next meeting.
2. Have delegates **choose two to three episodes to watch on Jubilee's Middle Ground**. Email or text out this link:
<https://www.youtube.com/playlist?list=PLBVNJo7nhINStbXuOKFpvfvtHXBIKh6At>
 - a. Have the delegates partner or group up to discuss over texts or direct messaging what they saw prior to the next meeting.
 - i. Describe the videos watched
 - ii. What did you notice? Were there any themes?

MEETING 3: MAKING THE STORY

Writing the News Story

(Excerpted from Reporting and Writing the News)

News reporting must be brief and to the point. Articles must catch the audience's attention immediately! Consider the types of news reporting styles in the following stories:

CHRONOLOGICAL

When she finished restocking the dairy shelves at 10:00 pm yesterday, Martha Beron, manager of Cash & Carry Grocery in the Ridge Street Shopping mall, decided to start inventory in the stockroom.

She walked to the stockroom in the rear of the store, leaving her clerk, Edward Eckert, in front to wait on customers. As she was counting tomato soup cans, she heard a commotion in the front of the store and left the stockroom to investigate.

She saw a lone man with a ski mask pulled over his face holding a nickel-plated revolver in front of Edward, who was standing by the cash register.

As Eckert fumbled in the cash drawer for the day's receipts Ms. Beron crept behind the masked gunman and when he heard her and turned, she sprayed his eyes with whipped cream fired from an aerosol can – one she had just restocked on the dairy case shelves.

The surprised robber dropped the gun and ran from the store, trying to clear the whipped cream from his eyes.

Eckert called the police who are investigating the incident.

NEWS STYLE

A Jet of whipped cream fired from an aerosol can foiled a burglary last night at Cash & Carry Grocery in the Ridge Street Shopping Mall, according to police.

Mary Beron, store manager, told police she blinded a masked gunman with the whipped cream as he held a pistol on Edward Eckert, the clerk. Eckert at the cash register, was preparing to give the robber the day's receipts.

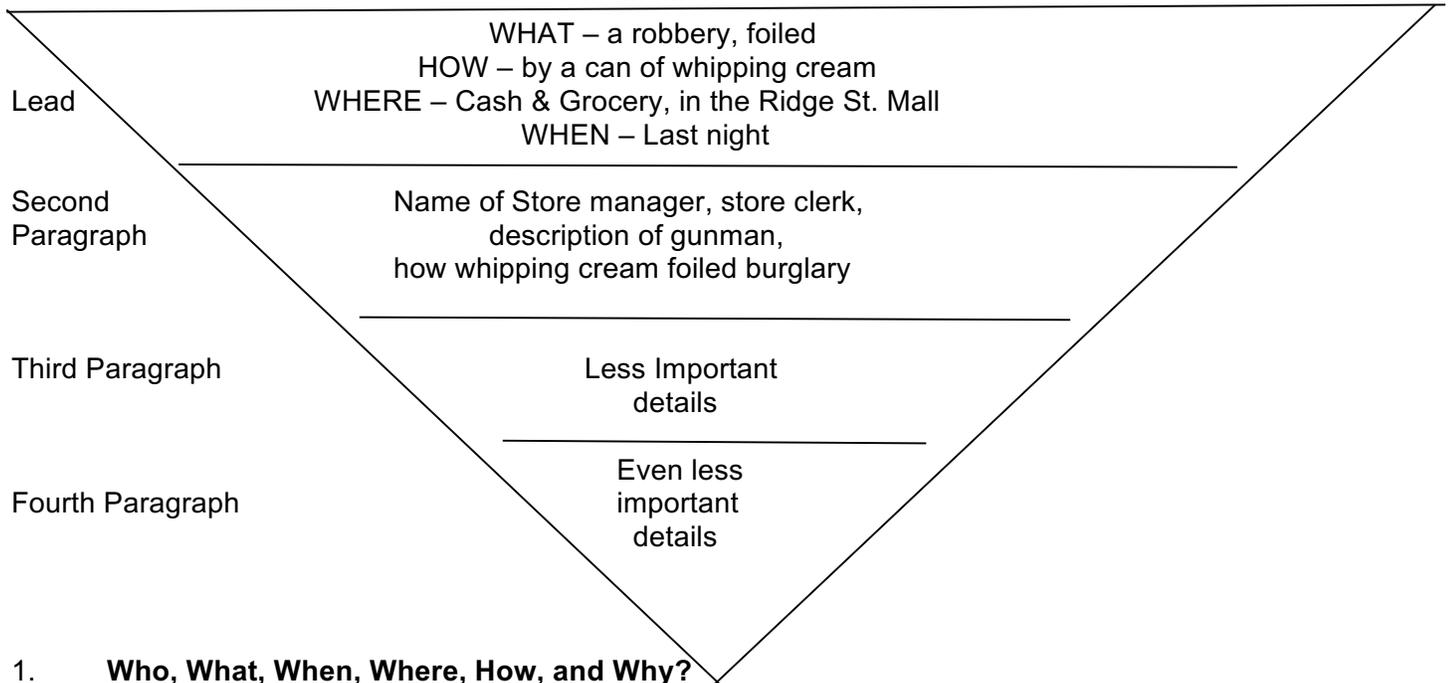
The whipped cream had been restocked in the dairy case only minutes before the attempted holdup, Ms. Beron said.

The gunman, who wore a ski mask, dropped the nickel-plated revolver and ran from the store, trying to clear the whipping cream from his eyes, police said.

MEETING 3: MAKING THE STORY

The Inverted Pyramid

The inverted pyramid is the basic design used for most straight news stories; the most important facts are written or blurted out in the first statement and the reporter works his way down to and through the less important information throughout the remainder of his report. The design allows the audience to sample a story, peak his interest and stay tuned for additional information if he chooses.



1. **Who, What, When, Where, How, and Why?**

The first five questions are answered early in the News Style robbery story vs. the Chronological report, which took additional time to provide the answers to the same questions.

2. **Developing and Writing Your Story**

After the interview, use the inverted pyramid scheme to develop your news story or editorial. Do not forget an attention getting title and introduction. When news stories are completed, ask members to compare their stories for differences in the fact, style, bias, emphasis and Internet. Do the stories answer WHO, WHAT, WHEN, WHERE, HOW AND WHY?

3. **Developing Headlines**

Headlines should catch the audience's attention! They should not mimic the lead story and should be able to stand on their own merit. They should be clear, specific and not misleading.

Commentaries vs. News

Reporters, editors, television audiences and critics all have an opinion of what an editorial commentary should be. It should deal with ideas and issues affecting the lives of all citizens. Often the subject for editorial comment grows out of the day's news. Editorial commentary is different from news reporting. Editorial commentators have the freedom, unlike the news reporter, to give criticism, opinion and advice to the audience. (Adapted from the *Complete Reporter*)

MEETING 3: MAKING THE STORY

How to be a Good Blogger

Source: https://www.wikihow.com/Be-a-Good-Blogger#Providing_brilliant.2C_accessible_content_sub

1. Read other people's blogs to improve writing skills and discover new ways of writing.
2. Learn about search engine optimization-use keywords that people use
3. Make posts unique
4. Promote blog using different social media platforms
5. Add tags to the post
6. Respond to comments
7. Encourage interaction from readers using surveys, polls, quizzes and competitions