



Guiding Hubs Members Through Media Training

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Rimbun Dahan



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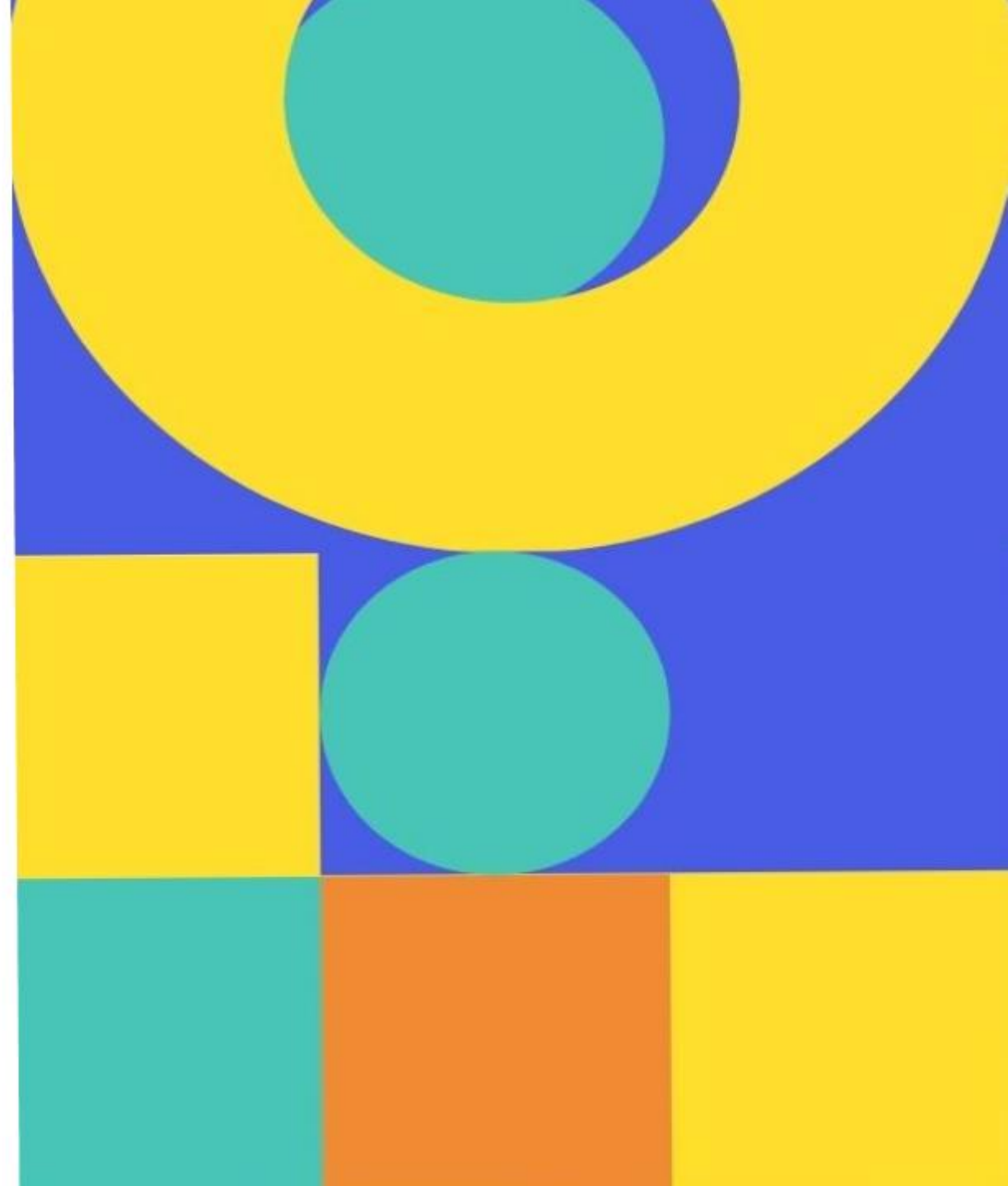


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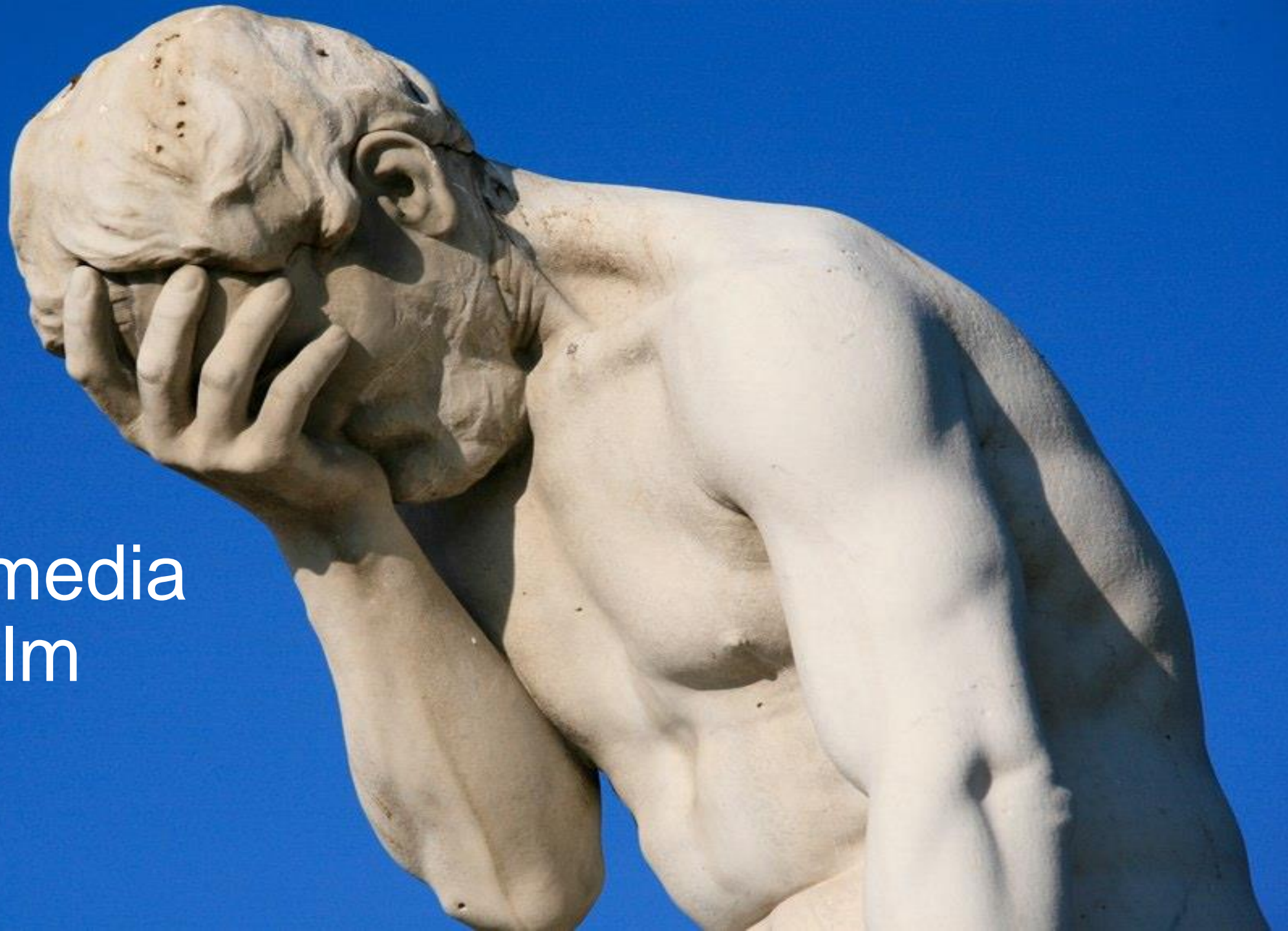
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Today's Context:

- Who are your hub members?
- What is your relationship with them?
- When do they speak to mass media or use social media for work?



Avoid media
facepalm






Some Guiding Questions for Media Training

The image features a central white horizontal band containing the text "Some Guiding Questions for Media Training". Above and below this band are decorative borders composed of abstract geometric shapes. These shapes include circles, squares, and curved segments in a palette of bright yellow, orange, blue, and teal. The patterns are symmetrical and create a vibrant, modern aesthetic.

Question #1:

You want to reach out to
people. But why?



- 
- To reach buyers and markets
 - To connect with collaborators
 - To engage more people around an issue
 - To alleviate existential crises of loneliness



Who is Your Audience?

- Who are the people you want your work to reach?
- Are you going broad or going narrow?
- Who is the main target, who is the secondary target?

What is the best platform to connect with your audience?

Memory bites

from the game, Srikanth the Little Ganie Classroom Program and since then my journey realised and when the multi purpose

Bihar encephalitic toll rises to 57

The deceased have been

The scene at the Nuh plant.

Expecting de-escalation of tensions from Prime Minister Narendra Modi, if he is voted

strength of political mandates them to make peace

Tools to Connect With Your Audience

Bio/Profile
Artist Statement
Show/Exhibition Notes
Press Release
Interviews
Social Media
Website



Question #2:

Why should the
audience care?





What's in it for them?

How to talk to your audience



How to tell
a good
story?

Start with
The Story
of You



The Elevator Pitch

Tell me your story/
idea/ concept in 30
seconds



Keep Your Eyes on the Goal

What are your
3 main
takeaways?

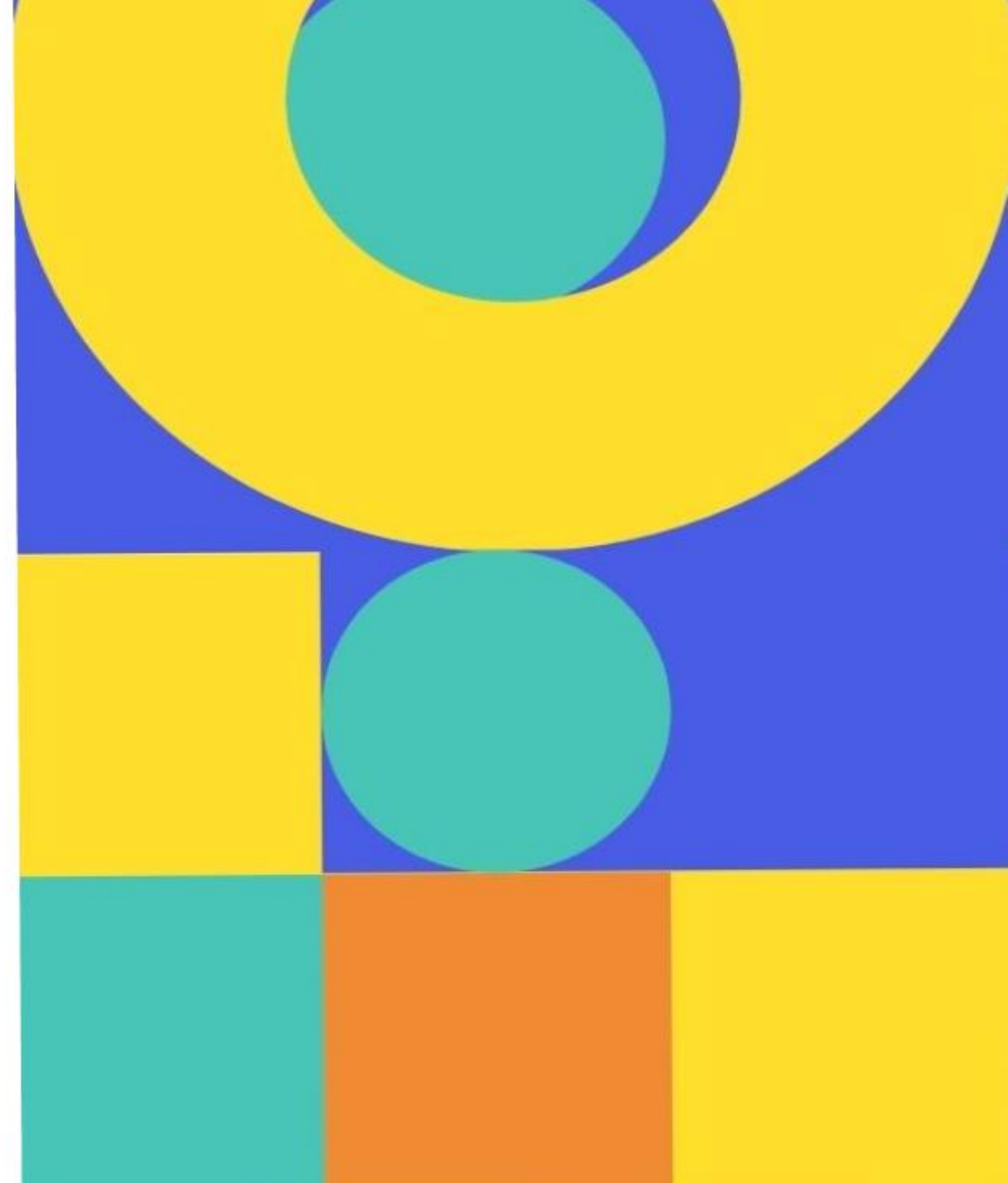


Question #3:

How can I help you?



- Provide resources & technical assistance
- Be a third eye on media material
- Provide moral support & perspective



Hints & Tips for the Mass Media Interview



A large crowd of people at a concert, many with their hands raised in the air, creating a sense of excitement and energy. The image is slightly blurred, emphasizing movement. A semi-transparent white curved banner is overlaid on the top half of the image, containing the title text.

Hints & Tips for Improving Visibility on Social Media



Thank you

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