

Talk on Facing the Media

Date: February 25, 2015

Venue: CSTEP

Ms. Vasanthi Hariprakash, Independent journalist delivered a talk on 'Facing the Media' at CSTEP on February 25, 2016. Vasanthi focused on establishing a strong and smart media network. The talk drew participation from several teams at CSTEP making the workshop more informative and interactive, concise and precise about the media know-how. Vasanthi added that, recognising the importance and power of media it is important to smartly and effectively choose the right media for awareness in terms of business stand point and people stand point. The discussions focussed on sharing knowledge of current experience in media, pros and cons of media consequences of choosing the right and wrong media. Vasanthi cited an example by adding that while working on climate change-sustainability development, it is important to bring in awareness to people with a right blend to bridge the gap between people and environmental through media.

The talk also included a brief exercise where the audience were asked to break into groups and plan a media strategy for a topic on pollution. The results were shared and Vansathi provided feedback.

She concluded the talk by providing the following tips:

- Identify 1 medium/mode of media
- Identify the interest/background of that particular media/journalist before you approach them
- When inaccurate information is printed in newspaper, make an attempt to send an email to the senior members of the Editorial team and bring to their notice the errors that have been committed. It may be possible that they may not rectify the same, but they will surely remember the same.

Reported by Safinaz Saif, Intern, CSTEP