



*Welcome to a
Power On Network Online Presentation*

**From CNN to Facebook:
Harnessing the Power of Integrated Communications**

**with
Joseph Phelan at
Miami Workers Center**



ReadyTalk Call info: 1-866-740-1260

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From  To  :

**Harnessing the Power of
Integrated Communications**



From the beginning!













Strategic Communications for Building Power

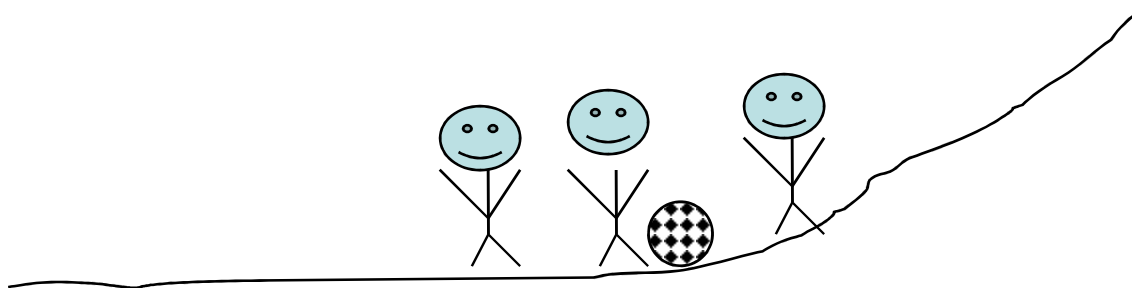
Strategic communications is talking to the right people at the right time and saying the right things in order to build our power.

Strategic communications sets up our organizations to be proactive as opposed to reactive, and creates space for material victories while challenging right wing hegemony. In order to be effective strategic communications planning and execution is fully integrated into all aspects of our organizations, and is based on an honest assessment of available resources

-Miami Workers Center



GOAL



Strategic communications



Where do we start?





Where do we start?...Audience!





Where do we start?...Audience!





Tactics

Media

Action coverage

Longer term / Bigger picture stories

OpEd and Letters

Freelance Stories

Ethnic Media

Propaganda

Culturally appropriate

Consistent “good” design; consistent frame



Tactics

Online Organizing (website, blog, eblast, donation)

Earn your list

Personal Voice

Maintain contact database

Regular contact, but not too much

Set benchmarks and measure outcomes

On-line actions, tied to base work

Social Networking



2000 - ? : Justice for Scotts

CHALLENGE: Government project displaced residents & destroyed a Black neighborhood

STRATEGY: Shift Frames from “racist” to
“corruption and bad housing policy”

TIMING:

On the heels of Katrina coverage, development boom,
comms campaign around gentrification

Built on credibility and expertise from 6 years of organizing

Worked with investigative reporter for 6 months

New Website, New Email system





2008: March on the Mayors

CHALLENGE: Nat'l Mayors Conference already framed as urban democracy, messaging a movement, Cuban factor, RTTC not on the map.

STRATEGY: Mayors Conference as hook to frame RTTC movement, centering neo-liberalism and human rights (+ power).

TIMING: U.S. Conference of Mayors, Presidential Elections





Key Insight and Best Practices



Communications Can Lead





Integrated Communications





Marketing Works





Organize the Media





Spokespeople: Leaders, not Victims





Do-it-Yourself

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It's unbelievable! Our elected city and county officials are considering handing over billions of taxpayer dollars to build the Florida Marlins a new baseball stadium in Miami.

Meanwhile, we are heading into what could be the worst economic downturn in generations. And despite protests earlier this year from every sector of Miami, from low-income and working class people to wealthy individuals, from housing and job activists to prosperous businesspersons, the government persists in its hustle to make this stadium deal happen.

These are uncertain times, but we can count on one thing: Miami politicians will continue to sell out our city, our county and our tax dollars to the highest bidder. We must end this system of patronage between politicians and big business.

This stadium plan shouldn't be considered. Nix it. Don't even try to fix it.

There is a lie going around local government that building a stadium will help build up infrastructure and create jobs.

What infrastructure? There are countless examples, from Miami and across the country, of stadiums and arenas that



Reach beyond the base, beyond the media

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Miami Workers Center
Global

Basic Info
Type: Organizations - Community Organizations
Description: Organizing - Consciousness - Power

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Members
Displaying 8 of 420 members See All

Ajamu Dillahunt Marjona Jones Lance Williams Shafeah Hussein M'Balla Arif Mamdani Mewelau B.A. Hall Kelly Brown Mark Sherman

Discussion Board

Officers
Alyssa Cundari (UMiami)
be an officer please!

Group Type
This is an open group. Anyone can join and invite others to join.

Admins
Joseph Phelan (creator)

Advertise
Get on the map.
THE VISA BUSINESS NETWORK BETA on Facebook
Make it easier for new customers to find your business by getting listed on Google Maps. Join the VBN and use the Resource Center now.

4 GB internal storage

Applications Online Friends (36)

Transferring data from soe.atdmt.com...



Timing is everything





Training and Practice





facebook®



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Find us on Facebook , Myspace, Flickr, You Tube, Huffington Post (Gihan Perera).

Audio / Visual Recording of this session will be posted in 24 hours on:



<http://network.progressivetechnology.org>

