



## REPORT: Virtual Media Training Workshop

A Media training was held on 19 and 27 October 2020, from 5 to 6:30PM for a separate group of participants on both the days. While the session on 19 October was held for the Area Directors, 27<sup>th</sup> October drew attention of the Athlete leaders and Unified Partners for appropriate Media interactions

24 Area Directors / Program Manager from 20 States participated and 21 Youth leaders participated across both the sessions.

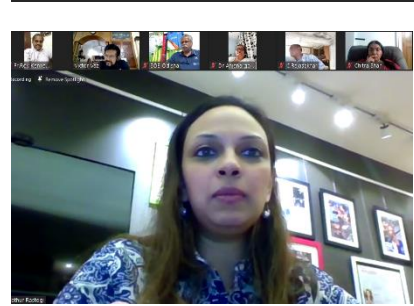
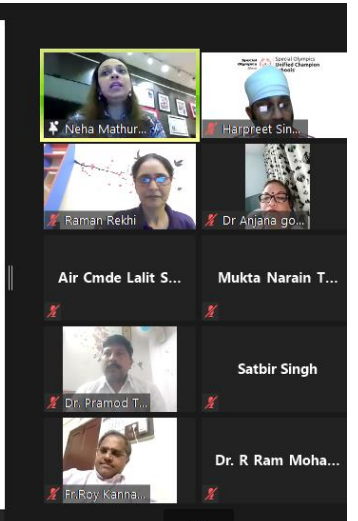
The training followed on the Media training organized by the Special Olympics Asia Pacific earlier this year, while customizing the sessions to the specific requirements within SO Bharat. The virtual workshop drew attention to the importance of the Media in spreading awareness, the challenges faced by the State leaders within their existing media networks, sharing best practices across the states and understanding the importance of sharing standardized press materials in order to send an appropriate as well as universal information to the Media across the country. Mock interviews, interactions and quizzes strengthened the engagement and the understanding of the Indian Media. Potential Media- persuasive approaches were discussed in view of the current Pandemic situation, to keep highlighting the Athletes and the organization.

### WHY SHOULD I CARE ABOUT MEDIA

**A VOICE FOR OUR CAUSE**

- Helps form opinions and awareness
- Builds inspiration for others
- Attract potential partners: CSR, others
- Bottom line: They can showcase your story & create awareness about Special Olympics

**Ultimate goal is to communicate a message that retains supporters and builds advocacy  
Lets make it inclusive with media as well!**



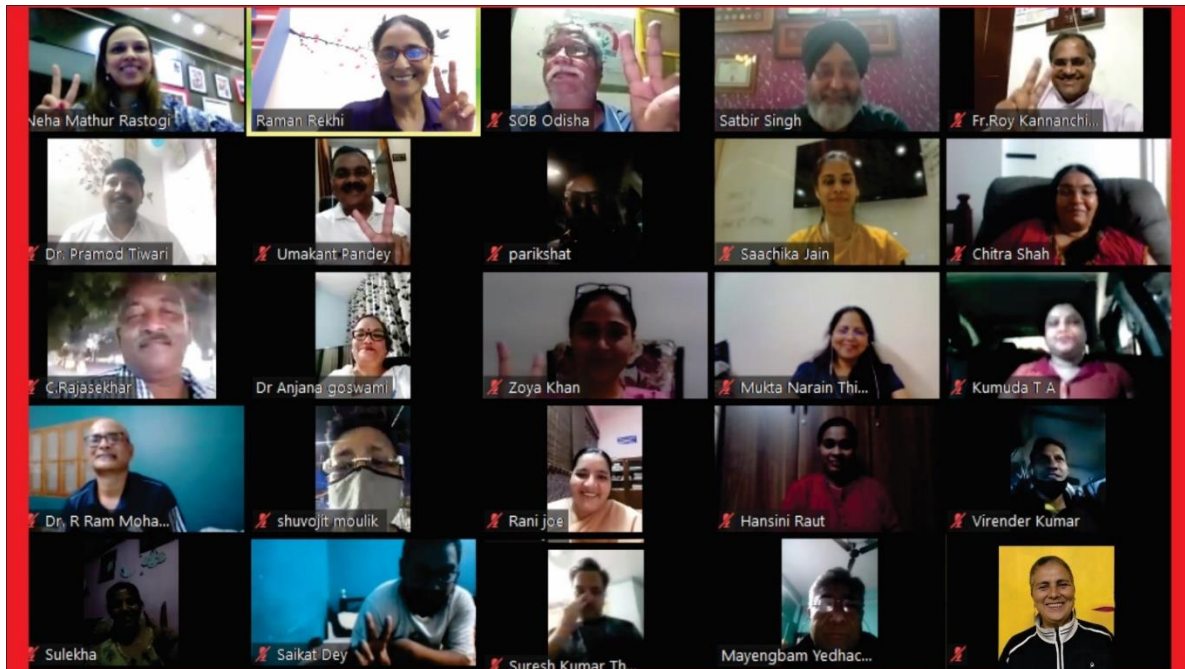
The Workshop was led by Ms Neha Rastogi , Founder of the Wordwork Communications Consultancy, New Delhi and her team , Ms Zoya Khan and Ms Saachika Jain, on both the days.

Special Olympics changes attitudes and behaviors through sport. We do it by showcasing the gifts and talents of people with ID. Special Olympics endeavors to increase awareness of the brand globally, through existing and innovative digital and traditional channels, to



enhance relevance and influence, while attracting more people and new audiences, especially at the community level

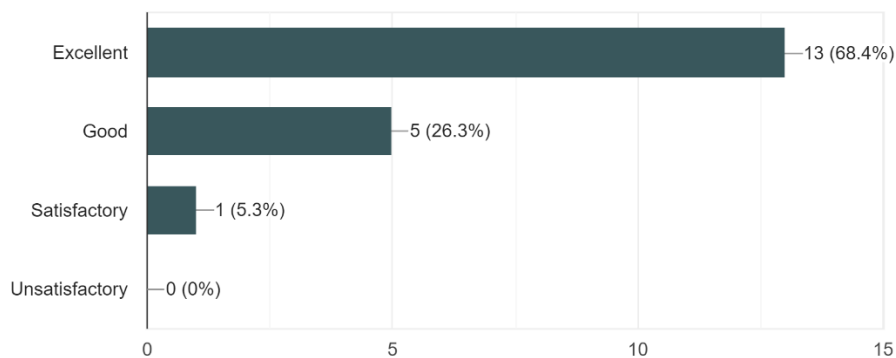
**Session 19 October 2020**



**Evaluation (Feedback rcvd from 19 out of 24)**

Overall rating of this training course

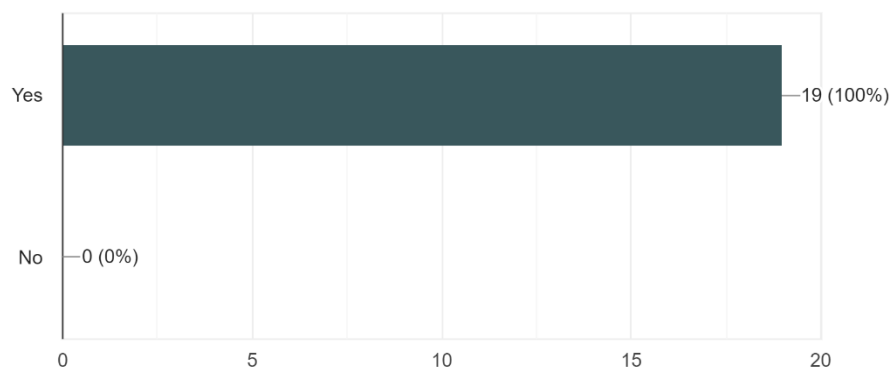
19 responses





Would you like to attend more Media training activities in the future

19 responses



### What the leaders had to say:

*"As it was interactive session, could know how to work closely with media and how to give a content to media"*

*"Understand Regional Nuances and Types of Journalists"*

*"Media looks for good stories and we need to do home-work on it before contacting them"*

*"This was first workshop for me off this kind. Therefore, I feel all good"*

*"Statistics regarding Indian Media"*

*'Media training was a unique one. I was motivated to attend the Session to know how to work with on the media segment, which is a core need in our organization'*



## Session 27 October 2020



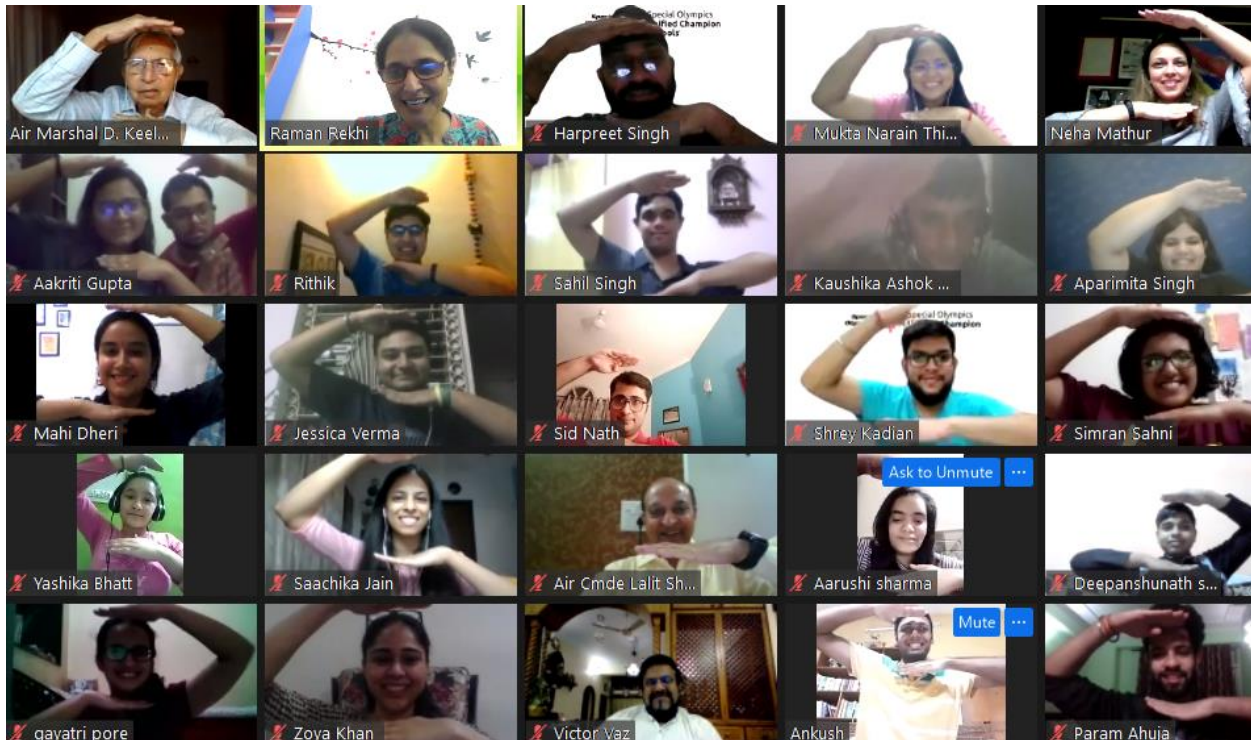
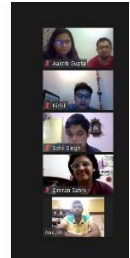
WELCOME

- Why I am here today?
- How will this help me?
- What can I expect from this workshop?



What is our communications objective

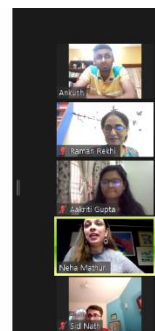
- Awareness about SO Bharat activities and athletes
- Be proud of your story and tell it to the world



We are a **BIG** deal!  
Let's understand the scale

### Some key statistics

- 36 million people have ID in India according to WHO estimates
- Sports training and competition across 36 states and 688 districts across India
- We offer 16 summer games, 7 winter games and 2 local games
- 2019 World Summer games – 85 gold, 155 silver, 129 bronze medals



# We Are A Big Deal



**What the Youth had to say:**

*Being a sibling leader, I advocate and give interviews. Media training taught me to be better at it.*

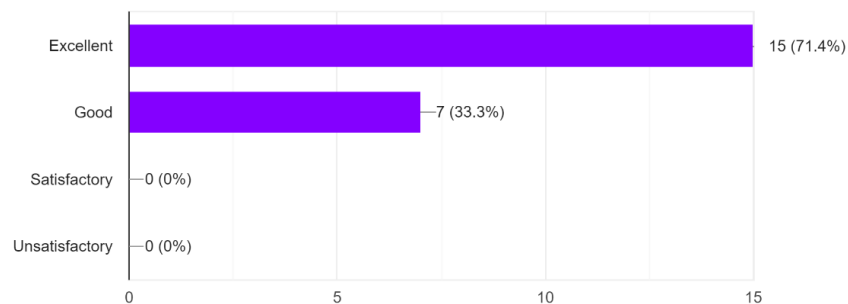
*This training gives us the confidence to speak before Media persons*

*It tells me to talk to-the-point to the Media*

*I would like to have a practical experience of interview with the Media persons*

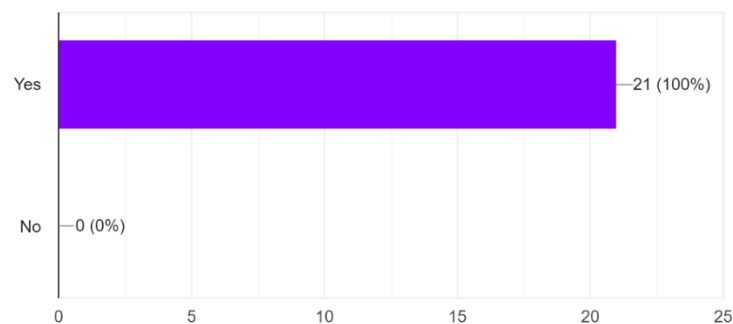
Overall rating of this training course

21 responses



Would you like to attend more Media training activities in the future

21 responses





Session 19 October 2020			Session 27 October 2020	
	State	State Leaders	YL with ID	YL without ID
1	Andhra Pradesh & Telangana	Mr. C. Rajashekar	Shrey Kadian	Simran Sahni
2	Assam	Ms. Anjana Goswami	Deepanshu Nath Singh	Param Ahuja
3	Chattisgarh	Dr Pramod Tiwari	Siddhant Nath	Navreet Bhasin
4	Delhi	Mrs. Neeti Saxena	Ankush Saha	Mahi Dheri
5	Gujarat	Mr Piyush	Rithik Hukku	Jessica Verma
6		Mr Jignesh	Sahil Singh	Kalash Kaushal
7	Haryana	Mr Virender Kumar	Shivam Verma	Prisha Gaba
8	Himachal	Mr. Parikshat Mehdudia	Yashika Bhatt	Karmenpreet Kaur
9	Jharkhand	Mr. Satbir Singh PM	Aarushi Sharma	Aakriti Gupta
10	Karnataka	Ms. Kumuda T	KA Advaith	Gayatri Pore
11	Kerala	Father Roy	Aparimita Singh	
12		Sister Rani		
13	Maharashtra	Hansini Raut	<p><b>States: 20</b> <b>Area Directors/State Reps: 24</b> <b>Youth leaders with ID: 11</b> <b>Youth Leaders without ID: 10</b></p>	
14	Manipur	Prof M Akshaya Kumar		
15	Meghalaya	Ms Christine Beale		
16	Orissa	Mr.Prakash Rath		
17		Arpita Mohapatra		
18	Pondicherry	Ms. Chitra Shah		
19		Dr Ram		
20	Punjab	Col. Karminder Singh		
21		Mr Suresh Thakur		
22	Rajasthan	Mr. U.K.Pandey		
23	Uttar Pradesh	Dr Amitav Mishra		
24	West Bengal	Suvojit Moulik		