

**Media & Outreach Focus Group
March 10, 2015
Meeting Notes**

Prompt:

The group will plan and implement ways to use the media and social media and connect w/ individuals and groups so that they can join these efforts and have their voices heard.

Notes:

The group also looked through the list of ideas generated from past discussions, bounced those ideas around with new ones.

Media and Outreach

- Coming up with ways that a lot of people can get involved.
- When we used to do change initiatives
 - ❖ Rumor Board – electronic. A lot of the time when things happen, there are rumors and there aren't a lot of facts. Is there a place where someone can put the rumor out and correct the facts.
- Ithaca Times article about West Hill – assuming that there will be a tragedy *because* it's west hill. We need to have our own page.
- It's affecting me when there are articles, and it affects youth. The way the media characterizes stories.
 - ❖ The youth get the wrong message about people in their communities.
- A way for adults to have discussion.
- Facebook as a venue for disseminating information.
 - ❖ Facebook can work, but it also depends on who you're friends with.
 - ❖ It can also be very messy

How has the newspaper coverage of police community relations been? Is there a way

- Media coverage: Tim Byrd. There were rumors and the Ithaca Journal was total irresponsible. They were reporting what people had said and they weren't reporting the facts. It damaged the individuals' reputation. But you couldn't hold them accountable because they were reporting things people said.

- ❖ Everything was proven not to be true, but it took the man and his family through years of trials.
 - ❖ The Ithaca Journal is irresponsible.
 - They also don't cover most issues.
 - ❖ The Ithaca Voice is much better and you see more balance with them though they are sometimes not accurate.
 - ❖ Press coverage affects the community. It affects people's lives. People act on the information they read.
- **How do you address the issue of misrepresentation?**
- ❖ A Fact Board (Rumor board)
 - Online list/forum – put out the rumor on the board and folks in the know give the facts.
 - ❖ A bulletin/newsletter – produced by a media team to get facts out.
 - It would need to be available in a variety of different ways
 - Email is good. But could also go to the city website.
 - Could also print hard copy.
 - FYI: These exist for domestic violence.
 - ❖ Press Conference
 - We can gather the ideas we want to present and tell the media to gather at a given time and present our issues.
 - ❖ Picking up the idea of the TV show.
 - The city has its own TV channel.
 - TV and video channels should be online, you tube. Younger folks don't usually have cable.
 - On you tube you can also track how many people are watching.

Outreach

- ❖ Who's here, who's not here, what are outreach strategies
- ❖ Looking around the room, the people who have been directly impacted by the relationships between the police are not here. Predominantly males of color, folks in the prison system.
- ❖ When Shawn Greenwood was killed, those communities were out in mass. And that was an incident. I don't know why people aren't here today.
- ❖ Getting the word out. Word of mouth.
- ❖ The way these meetings are happening may not be appealing—the idea of meeting with the police may not bring in folks who are negatively impacted by policing.

- ❖ For re-entry, we had a meeting about formerly incarcerated folks, family members of those who are incarcerated, and advocates. It worked because people reached out to people they new.
 - It's the relationships
- ❖ You have to bring some people who 1) are related to the work that has to be done. You have to 2) get some shit done, and show that things are going to change.
- ❖ Personal relationships, but obviously it's a problem if the people here don't have personal relationships with the people who are personally impacted. Are there other ways.
- ❖ One way is to go where people are.
- ❖ Like at south side?
- ❖ Well, when it's not the winter it's a lot easier to go where people are.
- ❖ It's hard when it's winter.
- ❖ Door to door campaigns, knocking on doors. Go to where people are. Thinking about organizing traditions, and SNCC. Get out of the "why won't people come to the table" mindset.
- ❖ When you're going door to door, people will say good things about it and bad things about it. You can say that's your opinion, that's my opinion.
- ❖ Identify other institutions, like churches and schools where people are.
- ❖ More ideas:
- ❖ Thinking about introducing officers to people. Thinking about ways to do that so that officers are people too. At festivals?
- ❖ Ways to increase relationships that people have in the community. We can't just have police go knock on doors.
- ❖ Not just relationships between "community and the police" but relationships within the community.
 - That's part of outreach. When someone let's their friend know, it's more likely that that friend will come.
- ❖ Police can introduce themselves to neighborhoods – community policing.
- ❖ Outreach Goals:
 - Building relationships

➤ **More Ideas**

- ❖ Mini-profiles of police officers, like an instagram for cops with mini-bios
- ❖ So this is about police doing outreach to the community. We don't have to be the only ones doing the outreach.
- ❖ Make sure outreach is in multiple languages.
- ❖ Picking up on the Ithaca times article on community police relations.

- ❖ TV stations – put

➤ **Quick Wins**

- ❖ Translation:

- Put the information in multiple languages. Translate all our materials.
- If you were going to do a community meeting to do a translator.

- ❖ **Press Conference**

- Produce our own media – information to get out to the community on multiple platform
- It's a specific action that's definitely possible soon – within six months but something we can pull together sooner
- Hit's the goals from previous brainstorming of:
 - Getting the facts out
 - Getting the positive “word” out.
 - Getting coverage in the newspapers
- Some Press Conference content: Can talk about misinformation; create a sort of media guide to covering the issue. For example, media: don't cover hearsay.

- ❖ **Bulletin/Newsletter:** self-generated content to represent the work. Make sure the facts are out there, and get out of the rumor space.

- ❖ **Media Guide:** to identify common misrepresentations and in the media of police and community issues.

- ❖ Ways to **go to** the community – continue working with the planning group on these ideas.

➤ **Back to brainstorming**

- ❖ Media Guide / newsletter type thing

- Could also talk about non-police issues, but on issues affecting communities affected by policing. The media representation cause people to act based on that information.

Next Action Steps:

None stated.