

ICD Multimedia Workshop Training Exercises

Exercise A:

Local 1234, representing workers at XYZ Paper Mill in Your Town, USA, is scheduled to begin negotiations soon. You want to incorporate multimedia into your plans for this important time. Come up with a multimedia plan that you think will help engage, inform and empower your members. Here are some questions that might help you with your plan:

- List three goals you want to achieve using multimedia
- What tools might you use? (A Web site, YouTube, Blogs, for example)
- How will you use those tools and for what purpose?
- How do you plan to let others know and get them involved in your multimedia plan?
- How might you engage others in your local to help execute the plan?

Exercise B:

A local union is joining forces with major employers to have a rally for American jobs. A major political figure is planning to attend, along with officials from the companies and the union. There will be media coverage as well. How will you use multimedia to help make the event a success? Here are some questions to help you make a multimedia plan:

- Who will be involved in the planning and promotion of the event and how might some multimedia tools aid that process?
- List three ways you might use multimedia to prepare for the rally.
- How might you use multimedia to cover/document the rally?
- How might unions and employers use multimedia to work together for a successful event and share a positive joint labor-management story?