

## Volunteer Media Toolkit

This toolkit is based on the results of Media in Volunteering youth exchange, held in February 2015, in Lithuania within the frames of Erasmus+.

You can read more about the exchange in this article: <http://bpfiatalok.maltai.hu/en/jatekos-tanulastol-az-afterparty-ig/>

During the exchange we have collected 10 examples of volunteer work appearing in media: <http://bpfiatalok.maltai.hu/en/media-az-onkentessegben-onkentesseg-a-mediaban/>

### Presentation of volunteering in media

- to document programs: memory, collection, evaluation
- present your organization for the outside world
  - informational
  - showing the structure, fields you deal with
  - attracting newcomers
  - showing youth and creativity
  - speak about the mission, ideas in the background
- present volunteering in general for society - benefits, motivation
- sharing life stories of people you work with (elderly, homeless, children, etc.)
- sharing information about volunteering opportunities/projects (different types, exact information, descriptions)
- sharing motivation in volunteering - why doing/getting involved in it? (personal stories, benefits of volunteers)

### Problems, questions, sensitive issues and things to consider in media representation

- Representation of certain groups [in terms of respecting their intimacy, dignity etc]:
  - children (rights of photos published, etc.)
  - disabled,
  - homeless (without video or photo? more the written form)
- Target groups:
  - differences if you write for youth, participants of a project (more colourful, youth language, modern, humour)
  - for the outside world: explanations, more official
  - attracting new volunteers, participants for projects
- Which media form is the best for a certain topic/event?
  - photos
  - article
  - radio
  - video

## Complex media representation of youth volunteering

- website / blog:
  - regular articles of various kinds + program descriptions + application as a volunteer + contact
  - transparent structure
  - modern design
  - search function for keywords and tagging the articles
  - archive of articles (based on the date of posting)
- newsletter
  - regular, monthly
  - based on the articles of the youth volunteers + other news from the national and international activities of the Order of Malta Charity Services
  - direct communication: arriving to the mailbox of the people who subscribed to the newsletter
- Facebook page:
  - regular posting of events, volunteer opportunities, photos, articles, videos
  - target groups: people interested in the work of the group, the ones part of the organisation (volunteers, workers, etc.), participants of programs
  - interactive: sharing, likes, commenting
- Facebook group
  - internal communication of volunteers
  - invitations, applications for events
  - sharing problems, questions
- video:
  - videos about most relevant programs
  - short videos: between 3-5 minutes (this is the limit of online videos, in this case viewers are more likely to watch the video until the end, without clicking somewhere else)
  - diversity within videos: recordings of activities, interviews with participants (children, volunteers) and organizers
  - example about a Christmas program with kids in a Hungarian village:  
<http://bpfialok.maltai.hu/en/karacsonyi-fenyek-az-ocsai-lakoparkban/>
- audio:
  - more various, power of sound
  - audio files embedded in articles (such as here:  
<http://bpfialok.maltai.hu/en/tenyleg-nehez-a-magyar-nyelv/>)
  - SoundCloud as one possible method (descriptions, photo, link to the article):  
<https://soundcloud.com/>
- photos:
  - illustrations for articles: in nearly all the cases necessary, making it more on the spot report or more personal in the case of interviews
  - internal communication: all the photos for the participants
  - outside communication: collections of photos for a certain event
  - a platform for collecting photos (such as Flickr: <https://www.flickr.com/>)

## Articles

- Different **genres**: news, interview, report (objective vs subjective + in between)
- Catchy, informative **title**
- First paragraph (**lead**): The lead sentence captures the attention of the reader and sums up the focus of the story. The lead also establishes the subject, sets the tone and guides reader into the article.

In a news story, the introductory paragraph tells the most important facts and answers the questions: *who, what, where, when, why* and *how*. In a featured story, the author may choose to open in any number of ways, including the following: an anecdote, a shocking or startling statement, a generalization, pure information, a description, a quote, a question, a comparison.

- **Body** of the article: content depending on which genre you choose to write in
- **Finishing**: last paragraph and final lines also interesting, so that the reader remembers the article
- Use **hyperlinks**: pointing to previous articles, other references – make the article reader friendly, so that they can find any information which is needed to understand the content and the context
- **Explain** structures, program titles, etc. at the first time you mention them: keep in mind that also readers outside the volunteering world would read the article, and it is important for everyone to understand

## Interview (specification for radio interview)

- introduction needed, closure/concluding words – putting the content in a frame
- in a longer show (for radio broadcast – not podcasts): saying more often what the topic is, so that everyone understands what the program is about – even if they switch the radio on in the middle of the show
- content: details and facts about volunteering experience and projects, but also something more, specialty that makes the show more interesting (like why does it worth doing it, personal stories, etc.)
- interview questions:
  - long preparation: being familiar with the topics
  - written questions to make yourself comfortable and prepared
  - during the interview: not reading them or looking to your paper all the time – more: knowing by heart to make a real conversation
  - also: ask questions that you are not prepared with – by reacting to an answer (more realistic discussion than the pure structure of questions-answers)
- technical details (important in a radio interview – not if you are writing it down later)
  - recording quality
    - wind is the biggest enemy... maybe you can't even notice but it destroys the whole recording
    - switch off your phone – it can disturb the recording

- thoroughly chosen environment – quiet background noise can fit to the more realistic scene, but a loud one can cause problems in understanding the interview itself
  - questions and information on paper
    - you can write down some details, but don't write whole sentences and try not to read them out
    - be careful with turning the pages! it is not professional to hear it in the show
- voice: no visuals
  - happy and colorful voice in order to catch the attention of the listener – for a bored, plain voice they switch to another channel or just don't listen at all...
  - saying thank you to the guest at the end is OK in a radio interview but not professional in the written form – everyone knows that you are grateful for them accepting the invitation – you don't have to say it
- radio is the media of the past and it has no future? – not necessarily: you can use it in several ways nowadays as well
  - podcasts: online audio options (for instance BBC)
  - putting voice extracts via Sound Cloud or another audio sharing website into articles: making the text more diverse – when it is needed (foreign volunteers speaking in Hungarian, pieces of interviews)
  - good quality interviews are always better: also if you write an article out of it, you don't have to suffer while listening to the recording