



WORLD FARM ANIMALS DAY

Exposing Factory Farm and Slaughterhouse Atrocities Since 1983

GUIDE TO EFFECTIVE USE OF LOCAL MEDIA

Local media provide a wide variety of options to communicate your message to millions. Print media (newspapers and magazines) offer news stories, feature articles, letters to the editor, community bulletin boards, and public service announcements (PSAs). Broadcast media offer news stories, talk shows, and PSAs. As an activist, you provide the media with an opportunity to attract readers, listeners, and viewers with accounts of interesting events and controversial discussion topics. It's a win-win situation. Your challenge is to grab their interest with the tools described below.



MEDIA ADVISORY

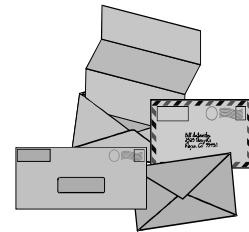
- **Timing:** 2-3 days before your event.
- **Distribution:** Hand deliver, fax, or mail to local papers and radio and TV stations. Call ahead to get names of appropriate editors and reporters and to alert them to the advisory.
- **Format:**
 - ⇒ Single page, typed, 1½ spaced.
 - ⇒ Organization stationery/logo: lends credibility.
 - ⇒ Date and contact information (name & phone): top left and top right, respectively.
 - ⇒ Headline: all caps, active verbs.
 - ⇒ Summary paragraph: colorfully describe the action and the reason for it. Keep it short.
 - ⇒ Text: what, when, where, who in list form, then provide background in paragraphs.
 - ⇒ Attachments: list on bottom of advisory.

LETTER TO THE EDITOR

- **Timing:** Ten days before your event or within two days after a pertinent local development.
- **Distribution:** Mail, fax, or e-mail. Check your paper for contact info.
- **Format:** Typed, 1½-spaced. Three paragraphs in response to an article or announcement of your event (200 words maximum). Include name, address, and day and evening phones.

COMMUNITY BULLETIN BOARD

- **Timing:** Two weeks before your event.
- **Distribution:** Mail, fax, or e-mail to daily and weekly papers.
- **Format:** Varies. Call paper.



TALK SHOWS

- **Timing:** 2-3 weeks before your event.
- **Distribution:** Mail, fax, or e-mail. Check your radio and TV stations for producer names.
- **Format:** Typed letter announcing availability of prominent local speakers for interviews. Explain why your speaker is important, interesting, and/or authoritative.

FOLLOW-UP

All media communications should be followed up by telephone and/or a personal visit, if feasible. All pertinent stories and programs should be followed up with thank-you letters or corrections.