

What If You Don't Get Press?

There will be occasions when even the best planned, developed, and executed media strategy may not result in the amount or depth of press coverage you had anticipated.

When you don't get covered, cover yourself!

- Write your own articles for local newspapers. Call the editor and pitch your story. Include any pictures your group may have taken. You might be surprised how happy many local newspapers are to receive articles like this!
- Write letters to the editor of local and regional newspapers.
- Write an op-ed piece for the newspaper. Be sure to check on length requirements before you submit it.
- Put together an article for your group's newsletter. Submit the article to other progressive organizations, department newsletters, and women's center newsletters.
- Post a story on your web site.
- Develop a list serv on which you can distribute your article.
- E-mail progressive news websites for them to post your article.
- Recruit reporters from your campus newspaper to join your FMLA to guarantee coverage at your next event!

Assess your media strategy.

- Do you have a current, accurate press list?
- Did reporters come but not file stories?
- Were you able to contact people during outreach calls?
- Did you do reminder phone calls, e-mails, and faxes?
- Was your event newsworthy?
- Did you have a clear, well-formed message?
- Did the location or timing of the event make it hard for reporters to attend?

Contact a member of FMF's Campus Team to take action today!

Created by the Feminist Majority Foundation. For more information, call 1-866-444-FMLA.
www.feministcampus.org