



Global Women's and Human Rights Conference

Call to Action:

Five things you can do to save women's lives worldwide

1. Educate your campus on the importance of global women's health and rights

- Organize a high-visibility event to call attention to the deadly impact of misguided and dangerous U.S. policies.
 - World AIDS Day is December 1. Organize or participate in a campus demonstration emphasizing the theme "AIDS has a Women's Face."
 - International Human Rights Day is December 10. Pass out flyers in high visibility locations on campus about access to abortion and other reproductive health services as a basic human right for all women.
 - International Women's Day is March 8. Organize a demonstration: a die-in to call attention to the women and girls who die every year from illegal abortions; a sweatshop fashion show to connect the dots between reproductive health and empowerment of women, sustainable development and curtailing conditions that fuel sweatshop abuses.
- Hold a viewing of "The Global Majority ... Again." Invite friends and classmates, and reach out to other progressive student groups on campus to co-sponsor the viewing, including human rights groups, anti-sweatshop groups, and environmental and anti-war groups. Have a panel discussion afterwards to discuss how reproductive rights are human rights and cannot be separated from the wider goals of peace and human rights, eliminating poverty and creating sustainable development, and protecting the environment.

2. Circulate petitions demanding international family planning & abortion services for women worldwide

- Circulate and sign the enclosed petition to President Bush and Secretary of State Condoleezza Rice to restore funding for UNFPA and lift the Global Gag Rule. Send the petitions to the Feminist Majority Foundation. We will collect thousands of petitions from all across the country to deliver to State Department officials on International Women's Day 2006.

3. Educate your campus that women's rights are human rights through campus media

- Create your own media coverage by placing an Op-Ed in your school paper or writing a letter to the editor about how U.S. policies like the Global Gag Rule and the cut-off of UNFPA funding are contributing to the deaths of hundreds of thousands of women and girls every year from botched, illegal abortions and pregnancy-related complications. Most of these deaths are preventable.

4. Organize a student delegation to visit your Member of Congress

- Organize an informational meeting with the member of Congress representing your campus at www.feminist.org/action. Talk with him or her about the harmful impacts of current U.S. international family planning and abortion policies, and urge your Member of Congress take action to save women's lives.

5. Gather endorsements for the global reproductive rights campus campaign

- Reach out to other progressive student groups on campus – human rights groups, environmental groups, anti-sweatshop and worker's rights groups, peace, and civil rights groups, and ask them to endorse your Global Reproductive Rights Campaign. Ask them to formally adopt a resolution supporting reproductive rights as a human right and urging a reversal of harmful and deadly U.S. policies like the Global Gag Rule. You'll find that many other groups have not taken a position on reproductive rights – urge them to do so now.

Related Actions for Global Women's and Human Rights

- **Join the Campaign for Afghan Women and Girls** – circulate petitions demanding full rights for women and girls in Afghanistan and sufficient funding for critical humanitarian and redevelopment needs. Join the Campaign at www.HelpAfghanWomen.com.
- **Promote Girls Education** - organize an international women's studies book drive. Expanding education for girls and women is key to increasing women's income-earning potential and reducing early marriage. The Global Reproductive Rights Campus Campaign has joined forces with the National Women's Studies Association to collect women's studies books to send to girls and young women in other countries. Learn more in the global section of www.feministcampus.org
- **Justice for Workers – organize a Sweatshop-Free School.** Collegiate apparel is a huge industry, with people spending millions of dollars per year to wear university colors. The Global Reproductive Rights Campus Campaign has partnered with United Students Against Sweatshops to make sure your campus is sweat-free. Learn more in the global section of www.feministcampus.org.



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Media Strategy

Outreach:

- Begin early.
- Choose a spokesperson for the group.
- The Press Team should develop a consistent message for the event or campaign.
- Develop media contacts, especially progressive reporters for both the campus and local newspapers.
- Create press-friendly events by always having a press sign-in table with your press release and all relevant materials, making sure all of your visuals are in place and prominently displayed, by having your spokesperson available for interviews after the event, and by being aware of press deadlines.

Timing:

- Have a news “hook” – for example: “A new CNN/USA Today/Gallup poll released today found that three out of four Americans want President Bush to name a woman to replace Sandra Day O'Connor on the Supreme Court”. A news “hook” usually is an answer to the question “Why is this important?” Be sure your issue is timely and that you make that connection obvious to the media.
- Use a media advisory (see following example). The Press Chair should e-mail or fax this to the press list a week before the event.
- Pitch your event to reporters right after you fax or e-mail the media advisory to confirm they have received it and to see if they have any questions.
- Remember that most reporters are on deadline later in the day, so call them in the mornings.
- Do follow-up calls and e-mails two or three days before the event, and then fax the media advisory the day before the event.
- Be persistent!
- Make sure you have plenty of supporters at your events!

Developing a Message:

- What is the goal of your campaign or event? Keep this in mind when you are developing your message. In addition, ALL members should be aware of the message and goal of event/campaign.
- Develop a headline, slogan, and sound byte and be consistent in using this with press.
- Make sure all supporting materials you distribute to press and all comments from your spokesperson center around this message.
- Use press kits to hone your message. A press kit could include supporting materials explaining the background of your campaign and sources that media can consult for more information
- Always make sure you have included your group's contact information.
- Always keep a level head. Even when a reporter asks provocative or baiting questions.

Tools for A Media Strategy

Press Lists:

- Reporters' contact information (name, outlet, phone, fax, and e-mail)
- Local newspapers, radio and TV stations
- Weekly publications
- Independent media
- Online media outlets
- News services

Media Advisory:

- Who, What, When, Where, and Why of your event.
- Include your contact information.
- Describe visual opportunities for TV crews.
- Distribute to press prior to the event.

Press Release:

- Should include a quotable description of the event and its importance.
- Include contact information of the Press Chair.
- Distribute to the press at the beginning of the event.

Spokesperson:

- Should be one person with strong public speaking skills and who is quotable, can talk about the big picture, and is easily accessible.
- Have the Press Chair attend all interviews with the spokesperson to take notes and monitor the questions and answers. This will help prevent you from being misquoted.

Background Information:

- Press kits
- Fact sheets
- Short bios of relevant people at an event
- Supporting research
- Tables or graphs

Planning is crucial! Take the time to answer these important questions and design an effective strategy to achieve your press goals. Set deadlines and start planning early, just as you do for other components of an action.

Answer these questions in planning your media strategy:

- What do you want the press to cover?
- When do you want the coverage?
- What media outlets do you want to cover it?
- What will it take to get coverage? Visuals, sound bytes, photo ops?

Media: Working with Press

In recent years a growing number of right-wing groups have sprung up on college campuses nationwide. These well-funded groups promote anti-feminist, anti-abortion, and anti-lesbian and gay messages on campus. Part of an FMLA's job on campus is to redirect the media's attention from these right-wing groups and provide a feminist perspective on local, state, and nationwide events. In order to achieve this goal, FMLAs must develop and deliver effective media messages.

First, ask the question "What do we want the headlines in the paper to say?" When working with the media, your message must be clear, consistent, and concise in order to get the results you want.

Compare These Messages

- If we lose affirmative action, public jobs and educational opportunities for women and people of color will be eliminated!
- Affirmative action programs seek to remedy past discrimination against women and people of color by increasing recruitment, retention, promotion, and on-the-job training programs. Dismantling affirmative action programs could adversely affect the opportunities for, and progress made by women and people of color in education and the workplace.

Your group's spokesperson should have a sound byte to use when speaking to reporters. Sound bytes are only about eight seconds of TV or radio time and only a few lines of print. The first quote is a much better sound byte. While the spokesperson should know the background of the issue on which she is speaking, a sound byte should not include that information. It should be very short and simple.

Press Chair

The Press Chair is an elected position of leadership in the FMLA. The Press Chair acts as a liaison to campus and community press, garnering press coverage for the group whenever there is an opportunity. The Press Chair coordinates the media strategy for each event with the Public Relations Chair. The Press Chair should contact a Campus Organizer for suggestions about getting press, developing press lists, writing media advisories and press releases, and setting up interviews for the spokesperson. The Press Chair is responsible for collecting all press clippings to send to the Campus Team.

Create A Press List

Contact campus and local newspapers and ask for the names of reporters who cover women's and feminist issues. Take note of TV stations, newspapers, and reporters who have given reliable and favorable coverage of these issues in the past. If your campus has a public relations office, ask them for a list of local media.

Contact other progressive organizations to see if they have press contacts. Collect all names and contact information. The Press Chair should keep and frequently update this file.

Inform The Press

Inform members of the press about your group's events and actions. Mail, deliver, fax and e-mail media advisories three to four days before the actual event. Call all of your press contacts. Ask them to cover your events. Follow up with your press contacts as the event approaches. Write a press release to give to press at your event. Include it in a folder, or a press kit, with other FMLA materials. Reiterate your message in all of your materials.

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 website.
- Develop a listserv 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! This will guarantee coverage at your next event!
- Encourage ALL members to write op-eds or letters to the editor!

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?

SAMPLE MEDIA ADVISORY

For Immediate Release:
November 15, 2005

Contact:
Your FMLA Contact
(555) 555-1234

Media Advisory

FEMINIST MAJORITY LEADERSHIP ALLIANCE HOSTS WORLD AIDS DAY TEACH-IN AND “DIE-IN” DEMONSTRATION

Student Groups Co-Sponsor Teach-In and Demonstrate Using a “Die-In” to Decry
Devastating U.S. Cuts to U.N. Family Planning and AIDS Prevention Funding

WHO: NAME, President, Feminist Majority Leadership Alliance
NAME, Chair, Women’s Studies Department
NAME, President, Campus Black Student Union
NAME, Chair, African Studies Department
NAME, President, MeCha (Movimiento Estudiantil Chicano de Aztlan)
NAME, Chair, Chicano Studies Department
NAME, Director, Women’s Resource Center
NAME, President, Pride LGBT group (Lesbian Gay Bi-Sexual Transgender)
NAME, President, Campus Sierra Club
NAME, President, Associated Student Government

WHAT: Broad constituency of student groups and Academic Departments host Teach-In condemning U.S cuts to international family planning and AIDS prevention as well as the lethal exportation of Abstinence-Only programs. Organizers conduct dramatic “Die-In” to illustrate the staggering number of maternity death rates and the skyrocketing AIDS infection rate among young women worldwide. 67% of all new HIV cases among 15-24 year olds in developing nations are young women.

WHEN: Monday, December 1, 2005 at Noon. [Note: World Aids Day is December 1, 2005.]

WHERE: The Quad
Bruin Walk
University of Southern California
Los Angeles, CA

SAMPLE MEDIA ADVISORY

For Immediate Release:
November 30, 2005

Contact:
Your FMLA/Club Contact
(555) 555-1234

Media Advisory

FEMINIST MAJORITY LEADERSHIP ALLIANCE HOSTS INTERNATIONAL HUMAN RIGHTS DAY TEACH-IN AND "DIE-IN" DEMONSTRATION

**Student Groups Co-Sponsor Teach-In and "Die-In" to Demonstrate
Family Planning is a Fundamental Human Right**

WHO: NAME, President, Feminist Majority Leadership Alliance
NAME, Chair, Women's Studies Department
NAME, President, Campus Black Student Union
NAME, Chair, African Studies Department
NAME, President, MeCha (Movimiento Estudiantil Chicano de Aztlan)
NAME, Chair, Chicano Studies Department
NAME, President, Peace and Justice Club
NAME, Director, Women's Resource Center
NAME, President, Pride LGBT group (Lesbian Gay Bi-Sexual Transgender)
NAME, President, Campus Sierra Club
NAME, President, Associated Student Government

WHAT: Broad constituency of student groups and academic departments host Teach-In and "Die-In" to demonstrate how reproductive rights are human rights and are indivisible from the broad goals of peace, poverty elimination, sustainable development and environmental protections. Organizers will speak out condemning U.S cuts to international family planning and the Global Gag Rule as well as the lethal exportation of Abstinence-Only programs. The student-led "Die-In" will illustrate the deaths of hundreds of thousands of women each year from childbirth complications, botched back-alley abortions, and the skyrocketing AIDS infection rate among women, especially young women, in developing nations worldwide.

WHEN: December X 2005 at Noon. [Note: International Human Rights Day is officially December 10, 2005 – actions may take place the entire week preceding this date.]

WHERE: The Quad
Bruin Walk
University of Southern California
Los Angeles, CA

SAMPLE OP-ED

November 2005

At least 80,000 women and girls die every year from botched illegal abortions. And 500,000 more women and girls die worldwide annually due to complications related to pregnancy. Most of these deaths are preventable.

These deaths are in part the result consequence of the Bush Administration's International Family Planning policies, including the Global Gag Rule and the Administration's refusal to turn over \$127 million Congress has allocated to international family planning programs through the United Nations over the past four years.

So while young women's access to abortion and contraception is being debated here at home, with the FDA holding up access to Emergency Contraception for political reasons, President Bush appointing anti-abortion judges to our courts, and the federal government funding misguided abstinence-only programs to the exclusion of safe-sex education, we are exporting our closed-minded and dangerous policies overseas. The consequences are deadly.

International family planning programs give women and girls the means to postpone pregnancy, avoid unplanned pregnancies, space the births of their children and avoid dying from preventable complications in pregnancy and childbirth.

President Bush's dangerous and deadly policies began his first day in office, on January 22, 2001 – the anniversary of *Roe v. Wade* -- when he reinstated the Global Gag Rule. The Gag Rule prohibits U.S. support of family planning organizations internationally that use their own separate funds to provide abortion services, counseling, or referrals for abortion services, advocating for legal abortion in their country, or even to speak about abortion.

Without funding, clinics have been forced to close, leaving women to attempt dangerous means of terminating their pregnancies, such as overdosing on malaria drugs, ingesting household cleaning fluids, and the old standby – sharp objects.

Bush Administration policies also stress abstinence over safe sex education and condom use. In 1991, the United States funded 800 million condoms for developing countries. After George W. Bush took office, that number plummeted to 233 million condoms. From all sources combined, the math works out to just five condoms a year for every man in Sub-Saharan Africa. Make no mistake, this drop in funding for condoms coincides with a stunning increase in the rates of AIDS infections and death in the developing world.

Women's ability to control their own reproductive lives is critical to fighting poverty, improving the health and education of the world's population, creating sustainable economic development, and fostering active democratic, safe and peaceful societies.

Students can do something: Go to www.feministcampus.org for more information, and join [x University/College's Feminist Majority Leadership Alliance]. Participate in our Global Reproductive Rights Campus Campaign, and help us make sure the Bush Administration hears the message loud and clear: Support international family planning programs, rescind the gag rule, and stop the senseless maternal deaths and the spread of AIDS. We will have a safer, more peaceful world because of it.

Submitted by The Feminist Majority Leadership Alliance
[add contact name and phone number]

Produced by the Feminist Majority Foundation's Campus Program
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