

Media Distribution Strategies

1. Create a news event around your own media campaign. Send out media releases and contact local media outlets to get coverage of what your campaign is about. Remember to always use clear talking points, the campaign theme and refer to your website or where people can view your media. If news media does show up have someone video tape the interview.
2. If you have video or audio take copies to the local TV and radio stations and ask them to air your media as part of their FCC (Federal Communications Commission) public service requirements. See FCC License Renewal Guide http://www.mediamouse.org/griid/pdfs/fcc-license_renewal_guide.pdf You can also ask them to post a link from their website to yours if you have one. Be creative in your conversation with them. For example, if a particular station airs ads for an alcohol company, which means the station is making money off these ads, then use that point as an argument as to why the station should air your anti-drinking ad. You can find out how much money each station makes off paid ads from each advertiser by looking at their public file. See above guide, page 12.
3. Contact the local cable company and first ask if they will run your video for free. Have the same conversation with them as the other TV stations about how much money they are making off of whatever industry that you are trying to counteract. For alcohol you can get fairly current data at <http://camy.org/research/> but make sure you have good facts and try to use them as leverage when talking to media contacts.
4. If there is a cable company in your area, ask if there is a cable access channel. They will play your video for free. You could also explore doing a TV show about your campaign on the local public access channel.
5. If you have a poster campaign contact the local billboard company to see if you can get your message on their billboards for free. Use the same line of thinking as above. If you are doing primarily a video campaign, see if you can take any still images from the video to make into a billboard friendly message. You can also do this with bus advertising, even though you will probably have to pay for it.
6. Get your media posted on a website. You don't have to have your own to post the media you have created. Investigate any groups who have sites and see if they will post your media or provide a link to it if you post video on You Tube. You can also ask friends to post information on their My Space accounts. The more places you have your material posted the better. If you have some sort of web presence you should consider a blog as a way for there to be feedback or mechanism to keep the conversation going.
7. Once you have a web page of your own it have your materials posted on someone else's site you need to get people to come to that site(s). If you have e-mail, send messages to as many people as possible about your media campaign. Send information out via your cell phone or have some of the media you have created on your cell phone. Put the web address on T-shirts or any other item that people will see. Make up flyers or quarter sheets of paper that has a brief description of your media campaign with a web link(s) and hand those out at sporting events, concerts, any place where there are lots of people. The goal is to get people to your site.
8. Another way to communicate your media campaign is to do street theater. Act out or stage something in a public place that draws attention to your campaign. The Truth Campaign does this around tobacco issues, then films the action and posts it, thus multiplying their

efforts. You can even do something as simple as using sidewalk chalk to get your message across.

9. If you create any video – Public Service Announcements (PSA) or mini-documentary – you can distribute them in your community. Investigate what venues there are to show your work – local movie theaters, coffee houses, schools, churches, civic organizations – and do a screening/presentation.
10. Use your media campaign as a way of engaging legislators. Do a presentation for the city or county officials at their regular meetings. You can do a short presentation during public comment or you can get on their agenda and have more time to speak and share information on your campaign. Set up a meeting with State and Federal Legislators to share your media campaign. You have an opportunity to a) educate them, b) get them to support your campaign which could get you media coverage or exposure on their website or in their newsletter, and c) you could influence public policy. If you are hoping to influence public policy it is good to find out what kind of legislation is currently being proposed and where the elected official you are meeting with stands on this issue. You can find out voting records and information on what industries have given money to officials online at www.opensecrets.org (Federal) or Michigan Campaign Finance Reform (State) If officials have received money from say the tobacco industry, you might consider using that information in your campaign.
11. If you are able to find funding then you could consider buying airtime, space on billboards, buses and in movie theaters. You should be able to do numbers 1-10 with little or no money, so exhaust those tactics before you consider spending money to get your message out.