

4. Media Coverage

It can be useful to raise public awareness and generate support through the media. If media coverage is sought, prepare carefully. The easiest way to contact the



media is by calling reporters at newspapers, television, and radio stations. Choose a spokesperson that can speak from personal experience and will deliver the desired message *no matter* what questions reporters ask. The core message should:

- Be honest and accurate.
- Connect with the public interest.
- Be short and easy to remember and repeat.
- Provide background and context, not just facts.
- Anticipate and neutralize the opposition's messages.
- Work with all audiences – workers, public, elected officials, etc.
- Have some emotional punch.

Note that the communications departments of unions can often help with media outreach.

WEBSITES WITH MORE INFORMATION



The Work Site www.theworksite.org

The Spin Project www.spinproject.org

