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Media has the power to influence:

Getting Media Coverage

1. Decision makers
2. Those that influence decision makers
3. Public meaning and public perception

What is the problem?

Who is responsible?

What is the solution?

What needs to be done?

Positive (these are examples people had about successful experiences they had in contacting media; we broke up into small groups for discussion and then people shared successes and what approaches worked.)

- Lobby day
- Called
- Announcements
- Elected officials
- Personal contact
- Sit down meeting
- Press release

Negative (failed attempts to use media to help in campaign)

- Use of pejorative labels
- Bad media coverage

Steven played his recent interview on KFAI where APAC was discussed (available on our website). He repeatedly tried to get them to use the term “manufactured,” but they would not. He also talked about how one of his media contacts said that in terms of air time, the word “manufactured” is simply too long. People found this interesting.

Steven handed out sample press releases which people found very helpful. You can find these press releases on our website.

Some info that people wanted to learn:

- “for immediate release” is something you include after an event or incident has occurred and the goal is to get media coverage (usually to put pressure on another party); send out a day or 2 in advance of when you want the coverage.

- “media advisory” has information about an event that is going to occur; you are inviting the media to be present at a scheduled event. This should be sent 3 days ahead of time.
- ### -- put at the end of the release to signal that the press release is finished
- most media will not open attachments; if emailing the press release, include it in the body of an email. Steven prefers faxing releases.