Here is a list of some advocacy tactics for media events. A tactic is an action taken to advance a campaign toward an end goal. A tactic’s appropriateness depends largely on the context of campaign plan. Good tactics are focused on the decision-maker and build momentum for your campaign. Below this list are some other Messaging and Visibility Activities.

**Accountability Session**: Hold accountability meeting with a decision-maker. Invite them (and the media) to a meeting where your group makes a presentation and asks them to take action on your issue.

**Anniversaries**: Celebrate or commemorate an anniversary

**Bird-dogging**: "Bird-dog" a decision-maker at a series of public forums and events by consistently asking questions on when they will take action on your issue.

**Boycott**: Call for boycott of polluting company's products.

**Call-in Day**: Ask readers/listeners to call or fax a specific decision-maker with a specific message.

**Call-in Results**: If significant, announce results of call-in/fax-in day.

**Canvassing**: Announce an educational door-to-door canvassing or petition drive.

**Choir/Caroling**: Hold holiday Choir or Caroling with songs on your issue.

**Create New Group**: Announce new organization or coalition being formed.

**Delivery**: Deliver waste or unwanted items to decision-maker symbolizing your issue.

**E-mail Action**: Ask readers/listeners to email a specific message to a specific decision-maker.

**Email Results**: If significant, announce results of email campaign.

**Endorsements**: Release endorsement by celebrity, policymakers, or coalition of groups

**Event at Decision-maker Office**: Hold media event at decision-maker's office or home calling for action or delivering petition.

**Films**: Hold film forum with movies on your issue.
**Gas Masks/Moon Suits:** Hold event at facility or site with gas masks or cleanup moon suits to highlight toxic pollution.

**Guerrilla Stickers:** Announce campaign to put stickers on polluting company’s products at stores educating consumers about their irresponsible actions.

**Hands/Ribbons Around Facility:** Hold hands, ribbon or string with letters or photos of victims, around government building or facility calling for action.

**Health survey:** Announce start of a health survey or release the results.

**Honor Polluter with “Award:”** Honor polluter or decision-maker with "award."

**Large Scale Props:** Feature large scale props (inflatables, paper maché figures, etc.) such as CHEJ’s Betty the Be Safe Ducky (www.chej.org)

**Lawsuit:** Announce filing of lawsuit.

**Letters:** Deliver stack of letters to decision-maker urging action on issue.

**Lobbying:** Hold event during Lobby Day to discuss a policy you are supporting.

**Petitions:** Deliver petitions to decision-maker.

**People’s Public Hearing:** Hold public hearing with a "judge" or panel of community leaders, and request that decision-makers testify and answer questions.

**Poll:** Announce results of resident door-to-door or phone poll on issue

**Postcards:** Announce campaign or delivery of bag of postcards to decision-maker.

**Protest:** Hold protest with signs, marching and chants at facility or government bldg.

**Rally/March:** Hold rally and march at facility or government building with speakers.

**Report:** Release report on issue.

**Resolution:** Announce introduction or passage of town, county or state resolution.

**Speaker:** Hold public forum with speaker or panel of speakers

**Street Theater:** Hold creative street theater skit highlighting issue.

**Survey:** Announce results of questionnaire survey of political candidates.
Testing: Release air, soil or water test results and call for action.

Toxic Tour: Hold tour of toxic sites with caravan of cars or bus for reporters and decision-makers.

Vigil: Hold vigil with signs or candles and call for action.

Other Messaging and Visibility Activities

- Banners
- Billboards
- Bumper stickers
- Buttons
- Email newsletters or E-bulletins
- Editorial cartoon
- Flyers and Posters
- Lawn signs
- Leaflets
- Merchandising
- Newsletters
- Newsletter articles submitted to other group’s publications
- Report release
- Sky writing
- Wanted poster
- Website
- Web "buttons" on other group websites linking to your website

Source: Based on Fact Sheet by Massachusetts Toxic Action Center.