



Media Event Tactics

*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.

