

Visibility Events

A visibility event is an action that attracts attention to a message—whether the message is a fact about reproductive choice, a campus protest slogan, or information about an upcoming Feminist Majority Leadership Alliance activity. Many visibility events are low-cost and easy to organize.

For all visibility events, you should do the following:

- Contact a Campus Organizer to get stickers, buttons, pins, and informational materials.
- Obtain a written permission for the event. Check campus policies on postering, chalking, and hanging banners.
- Have sign-up sheets at every visibility event.
- Display FMF and FMLA posters at each event.
- Review FMF's code of non-violence with the FMLA before an event.

“Progressive” Signs a.k.a The Burma Shave.

Raise awareness about an issue or event by staging this effective visual for high-traffic areas. Along a path or road, post signs in a sequence to convey your message. At the end, you may want to ask them to honk or cheer if they agree.

- Create your message. Write out each word or phrase of your message on a separate piece of large, bright poster board. Keep it short!
- Make sure the words are clearly legible from a distance. Write the message on both sides of the board so that peoples traveling in both directions can read the statement. Make them sturdy (use heavy cardboard or lamination) so that they can be used again.
- Choose a high-traffic road or bridge with roomy sidewalks or a major walkway. Space signs evenly and far apart. Do a drive or walk-by test to make sure the message is clear from both directions.
- Have enough volunteers to allow frequent switching off. Lead chants while holding the signs. Bring literature on the issue and/or petitions for people to take, read, or sign.

Chalking

Chalk your message in highly visible places on campus. Remember to:

- Plan in advance exactly what you want your chalking to say, and keep the message consistent! Keep your message simple. Use a lot of colors, pictures, and large letters.
- Check the forecast for rain before doing the work.
- Make sure chalking is allowed in your targeted area! Some campuses have bridges or walls reserved for chalking.
- Don't forget to chalk classroom blackboards! Especially large lecture halls.

Open Mic Events and Speak-Outs

Set up a podium and microphone outside in a highly visible location, and encourage people to speak out on an issue such as – emergency contraception, violence against women, transgender rights, LGBT rights, War on Women, etc.

- Invite students and faculty to give impromptu speeches, but schedule some speakers ahead of time.
- Rent portable microphones and speaker sets from your college/university or from a local rental store.
- Building a crowd for this event is critical (See Publicity and Media handout).

Take Action: Feminism 101

Educating students about the meaning of feminism is a crucial first step in mobilizing feminist support on your campus. Feminist education and visibility events are an excellent way of recruiting new members for your group and growing the feminist movement. One of your most important goals is to *make the feminist voice heard* on your campus! Here are a few ideas to get you started:

Create a “Faces of Feminism” Collage

The feminist movement includes people who believe in equality between the sexes and seek to eliminate discrimination of all kinds – sex, gender, race, sexual orientation, age, religion, national origin, disability, socioeconomic and marital status.

- Educate your campus about feminism and increase the visibility of your group by creating an eye-catching collage of the diverse faces of feminists called “Faces of Feminism” or “This is What a Feminist Looks Like.” Ask students, faculty, and staff on campus if they believe in social, political, and economic equality for women. If they say yes, say, “Congratulations, you’re a feminist!” Explain the definition of feminism and ask if they would be willing to donate a picture of themselves (or have a camera ready!) to the “Faces of Feminism” collage.
- In addition, you can add pictures of famous feminists as well! Include photos of Audre Lorde, Ashley Judd, Gloria Steinem, and other outspoken famous feminists to generate more interest in the campaign.
- Obtain from National FMF “This is What a Feminist Looks Like” T-shirts - add names, males and females, diverse by size

Conduct a “Thank a Feminist” Poster Campaign

The feminist movement has made significant strides in the last century – ranging from expanding educational and athletic opportunities for women, to expanding women’s political participation, to increasing women’s reproductive freedom. Celebrate the accomplishments of the last century of feminism with a “Thank a Feminist” Campaign.

- Create “Accomplishments of Women’s Movement” fact sheet
- Create posters or flyers that ask questions like “Have you ever participated in women’s sports?”, “Are you planning on going to medical or law school?” or “Have you ever used a contraceptive?” followed by “Thank a Feminist.”
- Include facts about women’s history that highlight the specific accomplishments of the feminist movement.

Celebrate Feminism T-Shirt or Button Day

92% of women ages 18-24 rated the women’s movement favorably in a recent poll¹. Show your campus that feminists are the majority. A majority of young women in polls self-identify as feminists.

- Designate a feminist t-shirt or button day where everyone involved in the group wears t-shirts with feminist messages. Create buttons or stickers that say “Ask Me Why I’m a Feminist” or “Feminists Are the Majority.”

¹ “Feminist Tide Sweeps in as the 21st Century Begins,” *Ms.*, Spring 2003

Connect with Feminists on Campus and in the Community

Create an inclusive community of feminists on campus and in your local neighbors. Your gatherings can be big (a forum or conference) or small (a coffeehouse), but your goal should be the same: to create community! One way to do this:

Host an F-Word Forum

A majority of women self-identify as feminists. The percentage of people, however; who identify as feminists increases even more as individuals learn the definition of feminism. For example, 77% of women given the dictionary definition of feminism call themselves “feminists.”²

- Organize a formal or informal panel discussion about the meaning of feminism featuring students, faculty, staff, or guest speakers. Use the panel discussion as an opportunity to educate your campus about the urgent need for feminist activism locally, nationally, and worldwide.
- There are many ways to vary this project. One alternative includes holding a brown bag lunch series on feminism where participants bring lunches and conduct more informal discussions. Another involves holding a feminist open mic night where individuals share what feminism means to them. You can also include poetry, prose, and music in this event.

Organize a Feminist Fair

Coordinating a feminist organization fair is an excellent way for students to learn about women’s issues on campus and in the community and establish relationships with other feminist organizations.

- Reserve a high-traffic area of campus to accommodate the organization fair.
- Invite other campus groups who promote FMF’s principles and community organizations addressing feminist issues such as reproductive healthcare providers and rape crisis centers.
- Identify feminist friendly journalists on your campus newspaper to cover the fair and / or write an article about feminism.

Co-Sponsor Events

Co-sponsor issue or educational events with other progressive groups on campus. Groups such as: Campus Women’s Center, NOW, Amnesty International, the campus LGBT organization, Black Studies, Chicano / Latino Studies, Public Interest Research Group (PIRG), student government, Women’s Studies, Sociology, or Political Science departments, and other student or faculty / staff organizations. Events should be something you plan with the co-sponsors and / or invite them to table at your already planned events.

Feminist Pride Day

Celebrate and organize for gender equality and liberation by declaring your commitment on Feminist Pride Day, February 20, 2012. Of course, you can implement the campaign any day of the year that suits your group!

- Collaborate with another student group that shares an interest in feminism.
- Events can vary from speak-outs to PostSecret-style shares to a march through campus and more! Contact your National Campus Organizer for more ideas or help with your event.

² “Feminist Tide Sweeps in as the 21st Century Begins,” *Ms.*, Spring 2003.

Publicity and Outreach

Using publicity and outreach to raise awareness about the Feminist Majority Leadership Alliance is an excellent way to stir up interest in an issue, or build a crowd for an event or meeting. Greater publicity and outreach results in more people attending meetings and events. Organized publicity and outreach is essential to building an active feminist community on your campus.

Flyering and Postering:

- Always list the WHO, WHAT, WHEN, and WHERE clearly on posters and flyers.
- Create highly visible color or laser quality flyers that stand out from other ads on campus.
- Research the school's posting policies *before* hanging flyers. Some campuses require stamped approval, posting in specific areas on campus, and/or a specific kind of tape. Find out when campus staff removes flyers, and plan for a second "cycle" of flyering.
- Divide sections of the campus among group members to blanket the campus with flyers. Possible locations to flyer:
 - All major academic buildings
 - Computer labs
 - Cafeterias
 - Libraries
 - Outdoor surfaces with high student traffic
 - Bathroom stalls and locker rooms

Using Social Media

- Facebook, Twitter, Tumblr, and other social networks are great ways to connect: make sure to share information in a timely and relevant way, utilize visual media effectively, and promote your events and actions across all of your social media platforms in order to make them as viral and successful as popular! Use social media to share information, celebrate victories, and rally your troops when challenged. Use an informal but knowledgeable tone.
- Blog! Write at length about issues, events, and meetings. Wordpress, Tumblr, and Blogger are all free blogging platforms which are easy to access and update.
- Use consistent language: promote your events using the same title and make sure information being shared is accurate. Provide links to event pages, blog posts, and other online resources that are relevant and important.
- Vary your posts from network-to-network so that people are interested in engaging with you on all of your platforms. This is a surefire way to grow your audience. Find a unique way to use each network to disseminate the same information!
- Use relevant hashtags and tags when posting on social media. (Twitter hashtags include #fem2 and #p2 for young feminism and progressive politics. Tumblr tags like Feminism are often central spaces.)
- Take lots of photos! Not only are these great for preserving your group's history, but they will show prospective members what you are doing and generate more traffic to your pages. Share them using Instagram or simply post them to your individual platforms.
- Direct members and prospective members to your social media whenever possible – it's the fastest and most reliable way to connect with them and have them connect with you. Use it well!

- **HAVE A GAME PLAN.** Starting a network and failing to update it only makes you look out-of-sorts or unorganized. Make sure you're ready to take on posting consistently to a network before you promote your account.

Hanging a Banner

Make a large banner to hang in a high traffic area (example, cafeteria). Hang the banner in a spot clearly visible from a distance. Request permission to hang the banner several weeks in advance, depending on your school's regulations. Hang the banner at least a week before your event.

Include funds in the FMLA budget to have the banner made professionally at your school or a local copy shop. Use large letters, bright colors, and highlight important information. Include your Leadership Alliance's contact information clearly at the bottom.

Chalking

Use sidewalk chalk to advertise events or educate the campus community about your campaign. Target well-traveled paths on campus, such as areas around major campus buildings, cafeterias, or the student union. Generally, nighttime is a good time to chalk; fewer people are out and walking around, so you can work undisturbed. Like flyering and posting, always research university policies *before* chalking. Some campuses limit chalking to certain areas and may forbid chalk on the sides of buildings.

Attracting Media Coverage

Radio stations are required to make public service announcements free of charge, usually twice an hour. Take advantage of this service by contacting your campus and local radio stations to make announcements.

In addition, consider asking campus and local papers to print an advance story on the event. Invite them to the event, and encourage them to bring a photographer. Write a press release (see sample) including details about the Who, What, Where, When, and Why of your event.

Class Announcements

Have FMLA and Faculty Team members make announcements in classes about an event. Distribute flyers that include event details and contact information. Make announcements to social studies and history classes, as well as any other relevant class.

Pass around a sign-up sheet and make follow-up phone calls to people who sign up. Ask faculty members in relevant departments to offer extra credit to students who attend the event or to make attending the event mandatory for their classes.

Outreach on Campus

Outreach to other progressive groups on campus. Inform groups about your upcoming event, and ask them to support the event through co-sponsorship. Coalition and co-sponsorship will draw a more diverse audience representative of many groups. Places to outreach on campus include...

- Other feminist groups
- Women's Center
- Progressive groups
- Student of color organizations
- Lesbian/Gay/Bisexual/Transgender Groups
- Environmental Groups
- Women's sports teams
- Community service organizations
- Student Government
- Sororities
- Feminist Faculty/Staff
- Student Activities Director

Building a Web Presence for Your FMLA

Why have an FMLA web presence?

These days, everyone is online. In order to be an effective activist group, you need to have a presence anywhere and everywhere you can reach supporters. That means a great deal of your organizing and communicating will be done online. The web not only provides an efficient and fast platform for you to communicate with current group members, but it also offers great exposure to potential supporters .

What kind of online platform should I use?

There are plenty to choose from. You could start a blog, using Wordpress or Tumblr. You could launch a Twitter account. You could create a Facebook page, where users can post updates and important news articles. Maybe you'll pick one of these; maybe you'll pick all. It's important to figure out what works best for your group – and which platform will best reach your members. Facebook is a safe bet, since most students already have accounts. When you and your FMLA members meet for the first time, take an informal poll and see what platforms they are on. Maybe you've got a group of die-hard Tumblr fans. Maybe everyone loves to tweet. Figure out which platform you could best reach them, and then get started!

Utilizing the web for recruitment and outreach

Campus groups can refer interested individuals to the web platform they use in order to learn more about the FMLA. It's important to have an active web presence, so you can show prospective members all the awesome work you're doing. Take pictures during every meeting and event. Post them online in a gallery/blog post or tweet them on your FMLA account. The same goes for video. There are so many different ways to document what you're doing as a group. Get creative, post all of your success to the world. Did you get an editorial published in your campus newspaper? Post it! Did you have an event with awesome turnout? Publish photos! Use your web presence to show new members why they should join. You can also publish contact information so interested students can easily get involved.

Educating and connecting with existing members

The web is a great way to create a community within your FMLA. By using platforms like Facebook groups, you can be communicating with your group members 24/7 – not just during meetings or events. Encourage members to share interesting news articles or brainstorm new event ideas. Everyone can comment and join in on the conversation, creating a real sense of a community, which is crucial for a new group.

Getting listed on your college/university's website

Make sure your group is located on your college/university web site under the Student Life, Campus, Life, Student Activities, and/or Campus Groups sections. Each college/university may have a different policy about what groups are allowed on their website, but you won't know until you ask! Whenever possible, the college/university should link to your group's website. You can also have events posted to the campus activities calendar.

Media Strategy

Outreach:

- Begin early.
- Choose a spokesperson for the group.
- The Media Team should develop a consistent message for the event or campaign.
- Develop media contacts, especially feminist or progressive reporters for both the campus and local media outlets.
- Create media-friendly events by always having a media sign-in table with your media release and all relevant materials, making sure all of your visuals are in place and prominently displayed, by having your spokesperson available for interviews after the event, and by being aware of media deadlines. Provide for a place for microphones or for interviews with radio, TV, web, or press reporters.

Timing:

- Have a news “hook.” A news “hook” usually is an answer to the question “Why is this important?” Be sure your issue is timely and that you make that connection obvious to the media. For example: “A new CNN/USA Today/Gallup poll released today found that three out of four Americans believe same-sex marriage should be legalized.”
- Use a media advisory (see following example). The Media Chair should e-mail this to the media list a week before the event.
- Pitch your event to reporters right after you e-mail the media advisory to confirm they have received it and to see if they have any questions.
- Remember that most reporters are on deadline by 4 pm, so call them in the mornings.
- Do follow-up calls and e-mails two or three days before the event, and then email the media advisory again the day before the event.
- Be persistent!
- Make sure you have plenty of supporters or an appropriate sized audience at your events!

Developing a Message:

- What is the goal of your campaign or event? Keep this in mind when you are developing your message. In addition, ALL members should be aware of the message and goal of event/campaign, since reporters will likely want to talk to several members of the group.
- Develop a headline, slogan, and sound byte and be consistent in using this with the media.
- Make sure all supporting materials you distribute to press and all comments from your spokesperson center around this message.
- Use media kits to hone your message. A media kit could include supporting materials explaining the background of your campaign and sources that media can consult for more information
- Always make sure you have included your group’s contact information.
- Always keep a level head. Even when a reporter asks provocative or baiting questions, answer them so that you emphasize the points, facts, and message of your campaign or event.

Tools for A Media Strategy

Media Lists:

- Reporters' contact information (name, outlet, phone e-mail and Twitter handle)
- Local and campus newspapers, radio and TV stations
- Weekly publications
- Independent media
- Online media outlets, especially ones aimed at students or young people. If you can, contact bloggers to cover your story.
- News services

Media Advisory:

- Who, What, When, Where, and Why of your event.
- Include your contact information.
- Describe visual opportunities for TV crews or photographers, if possible.
- Distribute to press prior to the event.

Media Release:

- Should include a quotable description of the event and its importance. Provide all the information that a reporter will need to write a detailed article, including the importance or significance of the event or campaign and short quotes by leading spokespeople.
- Include contact information of the Media Chair.
- Distribute to the press at the beginning of the event.

Spokesperson:

- Should be one person with strong public speaking skills and who is quotable, can talk about the big picture, and is easily accessible. This would preferably be the president or an officer of FMLA.
- Have the Media Chair attend all interviews with the spokesperson to take notes and monitor the questions and answers. This will help prevent you from being misquoted.

Background Information:

- Media kits
- Fact sheets
- Short bios of relevant people at an event
- Supporting research
- Tables or graphs

Planning is crucial! Take the time to answer these important questions and design an effective strategy to achieve your media goals. Set deadlines and start planning early, just as you do for other components of an action.

Answer these questions in planning your media strategy:

- What do you want the media to cover?
- When do you want the coverage?
- What media outlets do you want to cover it?
- What will it take to get coverage? Visuals, sound bytes, photo ops?

Media: Working with Reporters

In recent years, a growing number of right-wing groups have sprung up on college campuses nationwide. These well-funded groups promote anti-feminist, anti-abortion, and anti-lesbian and gay messages on campus. Part of an FMLA's job on campus is to redirect the media's attention from these right-wing groups and provide a feminist perspective on local, state, and nationwide events. In order to achieve this goal, FMLAs must develop and deliver effective media messages.

First, ask the question "What do we want the headlines in the paper to say?" When working with the media, your message must be clear, consistent, and concise in order to get the results you want.

Compare These Messages

- If we lose affirmative action, many public contracts, jobs, and educational opportunities for women and people of color will be eliminated!
- Affirmative action programs seek to remedy past discrimination against women and people of color by increasing recruitment, retention, promotion, and on-the-job training programs. Dismantling affirmative action programs could adversely affect the opportunities for, and progress made by women and people of color in education and the workplace.

Your group's spokesperson should have a sound byte to use when speaking to reporters. Sound bytes are only about eight seconds of TV or radio time and only a few lines of print. The first quote is a much better sound byte. While the spokesperson should know the background of the issue on which she is speaking, a sound byte should not include that information. It should be very short and simple.

Media Chair

The Media Chair is an elected position of leadership in the FMLA. The Media Chair acts as a liaison to campus and community press, garnering media coverage for the group whenever there is an opportunity. The Media Chair coordinates the media strategy for each event with the Public Relations Chair. The Media Chair should contact a Campus Organizer for suggestions about getting press, developing press lists, writing media advisories and press releases, and setting up interviews for the spokesperson. The Media Chair is responsible for collecting all press clippings to send to the Campus Team.

Create A Media List

Contact campus and local newspapers and ask for the names of reporters who cover women's and feminist issues. Take note of TV stations, newspapers, and reporters who have given reliable and favorable coverage of these issues in the past. Look especially for feminists in the media. If your campus has a public relations office, ask them for a list of local media.

Contact other progressive organizations to see if they have press contacts. Collect all names and contact information. The Media Chair should keep and frequently update this file.

Inform The Media

Inform members of the media about your group's events and actions. Mail, deliver, fax, and e-mail media advisories a week before the actual event. Call all of your media contacts. Ask them to cover your events. Follow up with your media contacts as the event approaches. Write a media release to give to media at your event. Include it in a folder, or a media kit, with other FMLA materials. Reiterate your message in all of your materials.

Sample: Media Advisory

For Immediate Release

July 15, 2013

Contact:

Global Conference Team
866.444.3652

**Feminist Majority Foundation Presents:
*2013 Regional Collegiate Global Women's
and Human Rights Conference***

This one-day *Regional Collegiate Global Women's and Human Rights Conference* will connect the dots between the need to build a national constituency to increase international family planning and health funding, to ratify international treaties for human rights and the environment, to combat sweatshops, and to promote non-violence and peace.

Who: Eleanor Smeal, President, Feminist Majority
Nancy Adams, President, One/One Campaign
Miranda Lopez, Chair, Women of Color Alliance
Yvonne Rodgers, President, Concerned Citizens for Global Equality
Sammie Moshenberg, Director, National Council of Jewish Women
Karen Lee, Vice President, Asian Women for Peace

What: The goal of these 1-day conferences is to educate and mobilize young people on a range of foreign policy issues and create a supportive network for feminist US foreign policy.
Check out our website for more information: www.feministcampus.org/global_conference

When: Saturday, October 22, 2013

Where:

University of Maryland
Student Union
College Park, MD

Sample: Media Release

For Immediate Release
June 27, 2013

Contact: Charlotte Dee, Campaign Coordinator
Phone: (334) 555-9573
Email: auburnfems@mail.com

AUBURN ACTIVISTS WORK TO END VIOLENCE AGAINST WOMEN IN AUBURN AND AFGHANISTAN

In observance of the Sixteen Days of Activism Against Gender Violence (Nov. 25 - Dec. 10), Auburn Women's Organization has organized a week of events dedicated to ending violence against women in our own community and around the world. In order to maintain both a local and a global focus, events will focus two forms of violence against women that confront us daily: the silent epidemic of domestic violence in Lee County, and the well-known violence and political repression against women by the Taliban regime in Afghanistan. Events will raise awareness of these forms of violence against women, and raise funds from the Auburn community to work towards ending it.

"Violence against women crosses all national boundaries," says AWO member Charlene Johnson; "We need to involve our communities in working to end it everywhere." Donations will be accepted during the Sixteen Days and events will include a video showing with discussion, a vigil, a benefit concert, and collections at Sunday services at local churches. The funds raised will directly support life-saving anti-violence work. One half will help support the Domestic Violence Intervention Center in Auburn, which provides shelter and advocacy for battered women in Lee County, and the other half will go to direct assistance programs providing economic aid and education to Afghan women and girls.

Domestic violence is an unspoken epidemic in Lee County and all over the United States: about one in every four women in the US is attacked by an intimate partner in her lifetime. In Alabama each year, there are over 30,000 reported cases of domestic violence, with more than one third serious enough that the victim seeks medical care for her injuries. The attacks may include beatings, rape, abduction, or even murder: each year in Alabama, between 50 and 60 women are murdered by their boyfriends, fiancés, husbands, or ex-husbands in acts of domestic violence. In Afghanistan, women once enjoyed some of the highest rates of education and employment in Central Asia. But in the early 1990s a civil war broke out. The victorious Taliban militia seized control in 1996. The Taliban then issued a series of religious decrees, imposing a brutal system of *gender apartheid* on the women and girls of Afghanistan. Edicts forced women to take up an all-encompassing body shroud known as the burqa, banned women from working and education, and prohibited women from leaving their homes without a husband or male relative. Women who disobey Taliban decrees face beating, flogging, torture, and public execution. The distance between Lee County and Afghanistan does not make the nature of the violence much different, according to Johnson. "All violence against women is a form of terrorism," says Johnson. "Whether you're talking about a Taliban thug or a violent husband, it's a conscious process where the abuser uses intimidation, violence, and manipulation to gain power and control over the victim." By putting on these events, Johnson says, "We want to empower the Auburn community see what a problem violence against women is ... and then get involved in working towards the solution. We cannot afford to harbor violence against women in our communities."

-- more --

Scheduled events for the Sixteen Days are:

Wednesday, Nov. 28: At 7:00pm in Haley Center room 1203, a discussion including representatives from AWO, Auburn Domestic Violence Intervention Center, and the Auburn University Women's Studies Department, on "Understanding Violence Against Women Locally and Globally: The Taliban Regime in Afghanistan and Domestic Violence in Lee County," at 7:00pm in Haley Center room 1203, including screenings of the short films *The Taliban: Prayer for Hate* and *Shroud of Silence*.

Friday, Nov. 30: a vigil and speak-out against violence against women and girls at 4:00pm on the Upper Quad (behind Cater Hall on Auburn University campus).

Saturday, Dec. 1: A benefit concert at 7:00pm at 122 Duplex Ct. featuring several local bands.

Sunday, Dec. 2: Collections will be taken up at local churches, including Grace United Methodist Church and Auburn Unitarian-Universalist Fellowship.

Members of the media are welcome at all events. For questions, requests, or special needs, please contact Media Secretary Sophie Davis (334) 555-7279.

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Press Releases should be about a page long whenever possible. For bigger issues, the press release may need to longer. But a sometimes, a short statement is all you need. Below you'll find a press release from FMF about emergency contraception.

For Immediate Release
June 5, 2013

Contact: Kari Ross, Assistant to the President
Phone: (703) 522-2214
Email: kross@feminist.org

Feminist Majority Foundation Applauds Plan B Ruling

Today the Second Circuit Court of Appeals ruled that the Food and Drug Administration (FDA) must immediately begin selling emergency contraception over the counter to anyone who asks for it.

The court partially rejected a stay requested by the Department of Justice that would force them to sell emergency contraception over-the-counter to women and girls of all ages. The FDA had begun to implement the changes as required by a lower court ruling, when Health and Human Services Secretary Kathleen Sebelius overruled their decision, prompting a Department of Justice appeal. The Second Circuit Court of Appeals ruled that two-pill variations of emergency contraception must immediately be made available without restrictions. However, the court did grant a stay against the unrestricted sale of one-pill variations, pending appeal.

Eleanor Smeal, President of the Feminist Majority Foundation, asserted, "This is a major victory for women's health. The Appeals Court gets it. Evidence-based science and medicine must rule, not politics. This decision will help countless women and girls gain local access to safe, emergency birth control."

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What If You Don't Get Media Coverage?

There will be occasions when even the best planned, developed, and executed media strategy may not result in the amount or depth of press coverage you had anticipated.

When you don't get covered, cover yourself!

- Write your own articles for local newspapers. Call the editor and pitch your story. Include any pictures your group may have taken. You might be surprised how happy many local newspapers are to receive articles like this!
- Write letters to the editor of local and regional newspapers.
- Write an op-ed piece for the newspaper. Check on length requirements before submitting it.
- Put together an article for your group's newsletter. Submit the article to other progressive organizations, department newsletters, and women's center newsletters.
- Use social media: blog, Twitter, Facebook, tumblr
- Submit your story to www.feministcampus.org so that other FMLA's and Affiliates can benefit from your news and experiences.
- Develop a listserv on which you can distribute your article.
- E-mail progressive and feminist news websites for them to post your article.
- Recruit reporters from your campus newspaper to join your FMLA! This will guarantee coverage at your next event!
- Encourage ALL members to write op-eds or letters to the editor!
- Meet with newspaper, radio, and other reporters to show your interest in receiving future coverage.

Assess your media strategy

- Do you have a current and accurate media list?
- Did reporters come but not file stories?
- Were you able to contact people during outreach calls?
- Did you do reminder phone calls, e-mails, and faxes?
- Was your event newsworthy?
- Did you have a clear, well-formed message?
- Did the location or timing of the event make it hard for reporters to attend?