



HOW TO GET MEDIA COVERAGE FOR A FEMINIST ACTION IN JUST A FEW STEPS



Once you have decided on your action, you're burning with feminist energy and you've decided that you want media coverage to shake up the patriarchy, you can check out these ideas for inspiration!

In this document, you'll find information on:

1. Choosing spokeswomen
2. Media advisory
3. News release
4. Sending out a media advisory and news release
5. Newswire release

1. Choosing spokeswomen

We suggest that you decide as a group who you will delegate as media spokeswomen. The group assigns these spokeswomen to answer journalists' questions. They are also the ones whose names appear as contacts in the media advisory and news release. It's always a good idea to plan a short preparatory session for spokeswomen in which you can decide on a few main ideas that you want them to convey, develop some concise punchy 'sound bites' that illustrate your message, and prepare your friends with a simulated interview with a right-wing or antifeminist media outlet, etc.

We recommend that you choose a spokeswoman who already has media experience and a spokeswoman who has less experience. It's always a good idea to use our actions as training opportunities and democratize (share) our knowledge and practical expertise. Working in pairs enables one of you to acquire media experience and thereby increase your collective action capacity!

2. Media advisory

It is very useful to write and send out a media advisory. This is an "official invitation" to cover an event. It informs them of the date and location of the action. It should be short and punchy and not reveal everything, to incite them to come to the action! **A media advisory template is attached to this document.** You can adapt it to your needs.

Procedure: The media advisory should be sent out for the first time 2-3 days before the event; we recommend you send it again the day before or in the morning of the action. It is also a good idea to phone media outlets the morning of the action to check that they've received the advisory and plan to send someone to cover it.

3. News release

One or two women can take the job of writing a draft news release that the group can discuss before arriving at the final version. **A news release template is attached.** You can adapt it to your needs.

Procedure: We suggest you bring copies of the news release to your action to give to journalists. It is also useful to e-mail it to all the media outlets you've contacted right after the action to maximize coverage and potential interviews.

4. Sending out the media advisory and news release

You can e-mail or fax them directly to media outlets and journalists in your city. A list of the main media outlets and several journalists in each province and territory is available in the Tools section of our website. It's easy and simple! We also recommend that you ask women's groups, student associations, environmental, labour or community organizations to share their regional media contact lists with you. This way, you can make your own contact list that will be useful for future actions.

5. Newswire release

If possible, it's always preferable to publish the media advisory and ideally, the news release, on the Canadian newswire (CNW). Almost all the media outlets in Canada subscribe to the CNW Telbec newswire. This means they receive all the news releases and media advisories published via CNW.

Unfortunately, you have to pay (by the word) to send a media advisory and news release to the newswire and you have to be a subscriber. If you want to send them to the newswire, there is most probably a feminist or ally group close to you that would be willing to cover the costs of your release. Check around!

Here are the e-mail addresses and fax numbers for **subscribers** who want to send releases to the newswire:

- * cnwvan@newswire.ca 1-866-245-2317 (Vancouver region)
- * cnwtor@newswire.ca 1-866-805-9530 (Toronto region)
- * scmtl@newswire.ca 1-800-414-2520 (Québec City region)
- * cnwcal@newswire.ca 1-866-245-2317 (Manitoba, Saskatchewan, Alberta, Northwest Territories, West, Yukon, Nunavut)
- * cnwott@newswire.ca 1-866-844-4975 (Ottawa region)
- * scmtl@newswire.ca 1-800-414-2520 (Montréal region)
- * cnwhal@newswire.ca 1-888-269-9473 (Newfoundland and Labrador, Prince Edward Island, New Brunswick, Nova Scotia)

Non subscribers can write to info@newswire.ca.

These are our suggestions for getting media coverage for your feminist actions on IWD or any time! We hope you find them useful. Feel free to share this document around. You'll also find it in the Downloads section of our website at www.rebelles2008.org.

Good luck organizing your actions!

Document prepared by the Toujours RebELLEs organizing committee, February 2009

News Editor
Media Advisory

**INTERNATIONAL WOMEN'S DAY:
YOUNG FEMINISTS ARE TAKING TO THE STREETS**

Or write a more punchy title or one that better corresponds to your action

City, date – On International Women's Day, young feminists across Canada are simultaneously mobilizing to denounce the rise of the Right and attacks on women's rights. In (city), young feminists will be holding an action on (date) at (time).

Location: (insert address of action)
Date and time: (insert your action date and start time)
Photo opportunities

For information call:

Names of your media spokeswomen

Phone: if possible, a cell phone

www.rebelles2008.org

**NOTE : TO GET A « WORD » FORMAT COPY OF THE NEWS RELEASE
AND MEDIA ADVISORY, GO TO THE “DOWNLOADS” SECTION ON:**

WWW.REBELLES2008.ORG

News release
For immediate release

International Women's Day

EVERYWHERE IN CANADA YOUNG FEMINISTS ARE RISING UP

Or write a more punchy title or one that corresponds better to your action

City, date – On International Women's Day, young feminists across Canada are mobilizing and organizing actions to denounce the rise of the Right and attacks on women's rights as well as publicize the Manifesto adopted by the 500 young women from across the country who attended last October's pan-Canadian Young Feminists Gathering in Montreal.

Gathering participants wanted to carry out a joint action to protest the rise of right-wing forces. They decided that March 8, 2009, would be a day of pan-Canadian decentralized actions to protest the rise of the Right.

Describe your action. The goal, number of participants, type of action, etc. Here, in **(city)**, over **XX** young women took part in **(explanation of action)**, to demand **(your demands)**.

"We want to make it clear that feminism is alive and kicking. The feminist movement in Canada is still relevant," said **(name of your media spokeswoman)**. "Even today, in 2009, women still earn 70% of what men earn for the same type of work. Women are the victims of physical violence and sexual assault in 87% of *reported* cases. The right to abortion is under threat. And people still claim that feminism is outdated?" stated **(name of your media spokeswoman)**.

"This is why today, March 8, 2009, on International Women's Day, actions organized by young feminists ranging from 14 to 35 years of age were held in many Canadian provinces and territories. We are a growing force. There are thousands of us in Canada and the actions of March 8, 2009, are only the beginning," promised **(name of your media spokeswoman)**.

For more information on Toujours RebELLEs!/Waves of Resistance and the pan-Canadian Manifesto of Young Feminists, check out the website at www.rebelles2008.org .

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Information:

Names of your media spokeswomen

Phone: