

TABLE OF CONTENTS

About this Toolkit

About the SPIN Project

SECTION ONE

Preparing for Change: The Importance of Strategic Communications Planning

- Strategic Communications Planning: Step by Step 4
- Sample Communications Plan: Reclaim the Media’s Fight Against Media Deregulation 10

SECTION TWO

Shaping the Story: Using Framing, Messaging and Storytelling to Tell *Your* Truth

- How the Frame Makes the Issue 16
- Making Messages That Matter 22
- It’s Time to Change the Story! 25
- Case Study: Taking Back the Airwaves Story by Story* 27

SECTION THREE

Moving Your Message: Tools and Tactics for Being Heard

- Working the Newsroom 30
- Building Relationships with Reporters 31
- Case Study: Courting Coverage* 32
- Making News That’s Fit to Print: the Press Release 33
- Sample Press Release: Pushed Off the Dial* 34
- Wind Up Your Pitching Arm 36
- Case Study: Good Facts Make Great News* 37
- Spokesfolks: Speaking Out Effectively for Your Group 38
- Case Study: Speaking Truth to Power* 39
- The Art of the Op Ed 40
- Sample Op Ed: It’s Time for a Digital New Deal* 42

SECTION FOUR

Plugging People In: New Media Tactics to Enhance Collaboration and Participation

- The Tools They Use: Online and Offline Collaboration for Media Activists 46
- Ramping It Up Online: A Guide to Web 2.0 for Media Reform Activists 50
- Case Study: Clearing the Air* 55

SECTION FIVE

Broadening Your Reach: Critical Constituencies to Consider

- Reaching Out to Ethnic Media 58
- Case Study: Ya Se Pudo: Community Radio Makes Change* 60
- Proof Positive: How Researcher/Activist Collaborations Can Build Your Case for Change 61
- Straight from the Source: Garnering Funds to Support Media Activism 68

- Conclusion and Resources 72