

RESOURCES FOR EFFECTIVE MEDIA STRATEGIES

The following section is designed to help living wage activists hone their media skills and strengthen their knowledge of and access to resources. This section can help activists sharpen their awareness of available resources, increase their knowledge of the issue by offering lists of suggested reading, and become more familiar with various organizations and companies that might be useful.

The section is arranged in the following manner:

1. Key living wage groups, websites and resources
2. Web-based articles and background on living wage struggles
3. Directories of useful living wage articles
4. Related articles worth a look
5. PR/media consultants
6. Media sources
7. News services
8. Public opinion research
9. Radio actualities
10. Web developers/consultants
11. Places to promote online
12. Search engines
13. Clipping services
14. Press release distribution services
15. Books, publications and Websites
16. Groups concerned with media literacy and media bias

1 KEY LIVING WAGE RESOURCES

These are organizations that offer further help about your specific living wage campaign. A full list of all organizations involved in this project are listed in Section 8 "Contacts."

ACORN Living Wage Resource Center
1453 Dorchester Avenue
Boston, MA 02122
(P) 617-436-7100
(F) 617-436-4878
www.acorn.org

Perhaps THE source of living wage information.

American Legislative Issue Campaign Exchange (ALICE)
PO Box 1136
Madison WI 53703
(P) 608.263.7565
(F) 608.262.9046
www.highroadnow.org

Offers a web-based Service Center as a new one-stop shop to map out the road to high-wage, low-waste, worker-friendly, publicly-accountable economic development. They'll collect and house the latest information on best practices, worst laws, sample legislation, talking points, background research, and then facilitate collaboration between colleagues, issue experts, activists and innovators.

Brennan Center for Justice
161 Avenue of the Americas, 12th Floor
New York, NY 10013
(P) 212 998 6736
(F) 212 995 4550
www.brennancenter.org

Legal experts, and very useful for countering opposition arguments.

SPIN Project
Independent Media Institute
77 Federal Street
San Francisco, CA 94107
(P) 415-284-1420
(F) 415-284-1414
(E) info@independentmedia.org
www.independentmedia.org
Media training and strategizing.

Tides Foundation
Bridging the Economic Divide Initiative
P.O. Box 29903
San Francisco, CA 94129-0903
(P) 415-561-6400
(F) 415-561-6401
www.tides.org

Funds living wage and economic justice.

2 WEB-BASED ARTICLES & BACKGROUND ON LIVING WAGE STRUGGLES

This is a helpful list of web-based articles about living wage struggles. Many thanks to Susan Chinn of the Discount Foundation for her work compiling this list of resources.

Hewitt, Bill and Bates. *Wage Warrior*, *People Magazine*, March 20, 2000
<http://www.laane.org/pressroom/stories/laane000320people.html>

Cleeland, Nancy. *Living Wage Laws Reducing Poverty Levels, Study Show; Labor: Battled between advocates and business opponents over the issue has intensified in recent years*, *The Los Angeles Times*, March 14, 2002.
<http://livingwagecampaign.org/pc.php?p=600>

Hightower, Jim. *Campaign for a Living Wage: Tough Fight in the Big Easy*, *The Nation*, April 1, 2002.
<http://www.livingwagecampaign.org/pc.php?p=625>

Kern, Jen and Stephanie Luce. *Living Wage Movement Greeted the Recession with New Victories*, *Labor Notes*, March, 2002.
<http://www.labornotes.org/archives/2002/03/a.html>

Murray, Bobbi. *Living Wage Comes of Age*, *The Nation*, July 23/30, 2002.
<http://www.acorn.org/acorn10/livingwage/livingwagepressclips/comes.htm>

(cont.)

Public Policy Institute of California. *Do Living Wage Laws Help Low-Wage Workers and Low-Income Families?* Research Brief, March 2002. <http://www.ppic.org/main/pubs.asp>

Wood, Daniel B. *Living Wage Laws Gain Momentum Across U.S.*, The Christian Science Monitor, March 15, 2002. <http://www.csmonitor.com/2002/0315/p01s02-usec.htm>

3 DIRECTORIES OF USEFUL LIVING WAGE ARTICLES

Living Wage Resource Center Press Clips <http://www.livingwagecampaign.org/pressclips.php?y=2001>

Political Economy Research Institute—Living Wage Research Resources and Links <http://www.umass.edu/peri/lwlinks.html>

Los Angeles Alliance for a New Economy Press Room <http://www.laane.org/pressroom>

4 RELATED ARTICLES WORTH A LOOK

Author unspecified, *Citing Drop in Welfare Rolls, Clinton to Seek Further Cuts*, The New York Times, January 25, 1999. <http://query.nytimes.com/gst/abstract.html?res=F10B16F83F5D0C768EDDA80894D1494D81>

Bernstein, Jared and Lawrence Mishel, *Wages Gain Ground*, Economic Policy Institute paper, February 2, 1999. http://www.epinet.org/content.cfm/Issuebriefs_lb129

Bole, William, *Religion and Labor: Reawakening the Alliance*, Working USA, November/December, 1998. <http://www.catholiclabor.org/gen-art/bole-6.htm>

Chavez-Thompson, Linda, *How New Alliances Are Restoring Our Right to Organize*, New Labor Forum, Fall/Winter, 1998. http://www.qc.edu/newlaborforum/html/3_article.html

Cleeland, Nancy, *Lives Get a Little Better on a Living Wage*, The Los Angeles Times, February 7, 1999. <http://www.laane.org/pressroom/stories/lalw990207.html>

Edelman, Peter, *Welfare and the "Third Way,"* Dissent, Winter, 1999. <http://civic.net/civic-values.archive/199908/msg00018.html>

Greenhouse, Steven, *In Biggest Drive Since 1937, Union Gains Victory*, The New York Times, February 26, 1999. <http://www.webshells.com/ocaw/txts/doc9945.htm>

Ehrenreich, Barbara, *Nickel-and-Dimed: On (Not) Getting By In America*, Harpers Magazine, January, 1999. http://www.findarticles.com/cf_0/m1111/1784_298/53530961/print.jhtml

Johnson, Clifford, *Publicly-Funded Jobs for Hard to Employ Welfare Recipients*, Center on Budget and Policy Priorities Paper, July 14, 1998. <http://www.cbpp.org/714wtw.htm>

Pollin, Robert, *Living Wage, Live Action*, The Nation, November 23, 1998. http://www.thirdworldtraveler.com/Economics/LivingWage_LiveAction.html

Rieff, David, *The False Dawn of Civil Society*, The Nation, February 10, 1999. <http://www.thenation.com/doc.mhtml?i=19990222&s=rieff>

Bernstein, Jared. *Making A Living: How the Living Wage Movement Has Prevailed*, Shelterforce, May/June 2002. <http://www.nhi.org/online/issues/123/makingaliving.html>

Song, Lisa B. *More Workers are Waging the Fight for a Living Wage*, Chicago Tribune, September 2, 2002. <http://livingwagecampaign.org/pc.php?p=1296>

Business Week: *What's So Bad About a Living Wage?*, September 4, 2000. <http://www.laane.org/textlaane/pressroom/stories/lw000904bizweek.html>

5 PR/MEDIA CONSULTANTS

As discussed elsewhere in this kit, you may want to pursue the use of outside PR help when working on an intensive media campaign. Here is a comprehensive list of groups that service nonprofit organizations working on social change issues. It is important to realize that some of these listings have a more national than local scope. Whenever considering working with PR consultants, conduct background research and make sure that the group is suitable for your organization. Look at their client lists. Talk to people on staff (note: the names listed here are the principle contacts, such as presidents or executive directors). You shouldn't have a problem finding someone who can meet your needs (and budget, too!).

Please note that neither the SPIN Project nor Tides Foundation officially endorse these companies.

Bedrock Strategies, Inc.
8033 Sunset Boulevard, Suite 960
Los Angeles, CA 90046
(P) 323-962-3938
(F) 323-962-3935

Cause Communications
Jason Salzman
1836 Blake #100A
Denver, CO 80202
(P) 303-292-1524
(F) 303-292-9317
(E) newsmush@netone.com
www.causecommunications.org

Communications Consortium Media Center
Kathy Bonk, Emily Tynes
1200 New York Avenue NW, Suite 300
Washington, D.C. 20005
(P) 202-326-8700
(F) 202-682-2154
(E) info@ccmc.org
www.ccmc.org

Esopus Creek Communications
Jane Wholey, Charles Winfrey
1011 Orleans Street
New Orleans, LA 70116
(P) 504-528-9871
(E) esopus@bellsouth.net

(cont.)

Fenton Communications
David Fenton
1320 18th Street NW, 5th Floor
Washington, D.C. 20036
(P) 202-822-5200
(F) 202-822-4787
(E) fenton@fenton.com
www.fenton.com

Jeff Gillenkirk
(P) 415-537-9437
(F) 415-642-5473
(E) jeff@smartspeeches.com
www.smartspeeches.com

McKinney & Associates
Gwen McKinney
1612 K St., NW, Suite 904
Washington, D.C. 20006
(P) 202-833-9771
(F) 202-833-9770
(E) marketing@mckpr.com
www.marketing@mcandmc.com

The Mainstream Media Project
Mark Sommer
854 Ninth Street, Suite B
Arcata, CA 95521
(P) 707-826-9111
(F) 707-826-9112
(E) info@mainstream-media.net
www.mainstream-media.net

Miriam Zoll Communications
Miriam Zoll
101 Perry Street, Suite 20
New York, NY 10011
(P) 212-627-0508
(F) 413-268-3054
(E) mzoll11481@aol.com

ProMedia Public Relations
Robyn Stein
250 W. 57th Street, #820
New York, NY 10019
(P) 212-245-0510
(F) 212-245-1889
(E) ProMediaNY@aol.com

ProMedia Public Relations (West Coast Office)
Rochelle Lefkowitz
1788 Carleton Court
Redwood City, CA 94061
(P) 650-599-9996
(F) 650-599-9998
(E) promediari@aol.com

Public Interest Media Group
Andrea Miller, Susan Lamontaigne
611 Broadway, Suite 730
New York, NY 10012
(P) 212-260-1520
(F) 212-260-1897
(E) info@publicinterestmedia.com
www.publicinterestmedia.com

Public Media Center
Herbert Chao Gunther
466 Green Street
San Francisco, CA 94133
(P) 415-434-1403
(F) 415-986-6779
(E) info@publicmediacenter.org
www.publicmediacenter.org

Riptide Communications
David Lerner
666 Broadway, Suite 444
New York, NY 10012
(P) 212-260-5000
(F) 212-260-5191
(E) info@riptideonline.com
www.riptideonline.com

Spitfire Strategies
Kristen Grimm Wolf
1742 18th Street
Washington, D.C. 20009
(P) 202-822-5200
(F) 202-872-8845

Valerie Denney Communications
Valerie Denney
407 S. Dearborn, #1175
Chicago, IL 60605
(P) 312-408-2580
(F) 312-408-0682
(E) info@vdc.com
www.vdc.com

We Interrupt This Message
Hunter Cutting
2588 Mission Street, Suite 212
San Francisco, CA 94110
(P) 415-621-4527
www.interrupt.org

Youth Media Council
c/o Movement Strategy Center
1611 Telegraph Ave., Suite 510
Oakland, CA 94612
(P) 510-444-0640 ext. 312
(F) 510-251-9810
(E) malkia@youthmediacouncil.org

6 MEDIA SOURCES

Several companies or journalist organizations help compile media directories that can provide you with a wealth of contacts to reporters and editors. The following groups offer directories that are quite diverse, both in terms of cost and/or content. For example, many of the ethnic journalist organizations' media directories are low cost or free, provide listings of both mainstream and community ethnic press and offer information on how to contact ethnic reporters and editors at regular mainstream outlets. The more commercial services, such as News Media Yellow Book and Bacon's, are the grand-daddies of media directories, offering mostly comprehensive (not too many small or ethnic press are listed here) and extremely expensive media lists, available in a variety of formats. Both Bacon's and News Media Yellow Book may be found at your local library. Use these directories to augment your media databases whenever possible.

Asian-American Journalists Association
Member organizations directory
1182 Market Street, Suite 320
San Francisco, CA 94102
(P) 415-346-2051
(E) national@aja.org
www.aja.org

For \$50.00 you can receive listings of more than 200 Asian American-owned print and broadcast media in the U.S. on mailing labels for one-time use.

Bacon's Media Directories
332 S. Michigan Avenue
Chicago, IL 60604-4434
(P) 800-621-0561/312-922-2400
(F) 312-987-9773
www.baconsinfo.com

A two-volume media directory for newspapers, magazines, radio, and TV/cable; updated and augmented quarterly. Available in hard copy (\$285/vol.) or CD-ROM (\$1,395/yr); generally large public libraries and universities carry the hard copy for public reference.

(cont.)

Hispanic Yearbook
 c/o TIYM Publishing Co., Inc.
 6718 Whittier Avenue, Suite 130
 McLean, VA 22101
 (P) 703-734-1632
 (F) 703-356-0787
 (E) tiym@aol.com
 www.tiym.com

This annually updated and augmented resource directory contains well over 2,000 Hispanic-owned media listings in the U.S., categorized by media (print, radio and TV). The National Association of Hispanic Journalists at 202-662-7145 distributes surplus (but current) copies for free. Otherwise, send a check or money order for \$19.95, payable to TIYM Publishing Co., Inc. There is no additional fee for shipping and handling.

National Association of Black Owned Broadcasters
 Member stations directory
 1155 Connecticut Ave. NW, Suite 600
 Washington, D.C. 20036
 (P) 202-463-8970
 (F) 202-429-0657
 (E) info@nabob.org
 www.nabob.org

A nationwide directory booklet of more than 180 black-owned TV/radio stations: \$25.00 fee includes shipping. Each entry includes station owner and manager names, station code and contact information. Fax order on letterhead.

Native American Journalists Association
 Member organizations directory
 University of South Dakota
 414 E. Clark Street
 Vermillion, SD 57069
 (P) 605-677-5282
 (F) 866-694-4264
 (E) info@naja.com
 www.naja.com

More than 200 print and broadcast media listings in the U.S. can be obtained in hard copy or disc format for \$125. There is no shipping and handling fee. Order by mail by enclosing a check or money order, or fax request on letterhead: specify format desired.

National Gay and Lesbian Task Force
 Queer media list
 1325 Massachusetts Ave. NW, Ste. 600
 Washington, D.C. 20005
 (P) 202-393-5177
 (F) 202-393-2241
 (E) ngltf@nglrf.org
 www.nglrf.org

The National Gay and Lesbian Task Force regularly maintains a list of most queer media throughout the United States. Contact them directly to find out more information.

National Newspapers Publishers Association
 Member organizations directory
 3200 13th Street, NW
 Washington, D.C. 20010
 (P) 202-588-8764
 (F) 202-588-5302
 (E) nnpadc@nnpa.org
 www.nnpa.org.

A directory of more than 300 Black-owned news-papers in the U.S. is available by either check or money order for \$50, made payable to NNPA. There is no shipping and handling fee.

News Media Yellow Book
 c/o Leadership Directory, Inc.
 104 5th Avenue, 2nd Floor
 New York, NY 10011
 (P) 212-627-4140
 (F) 212-645-0931
 www.leadershipdirectories.com

A national news media directory, the Yellow Book includes listings of news services, newspapers, networks, TV/radio stations, programs, periodicals, international media and so on: updated and augmented quarterly. The hard copy subscription costs \$290, and the CD-ROM or Internet subscription costs \$2,780/yr, since it provides the entire Leadership Directory, consisting of not only news media but also government affairs, corporate, judicial and financial yellow pages, among others. There is no shipping charge for domestic orders. Most libraries and universities should carry current editions in hard copy. To order, fax request on letterhead.

7 NEWS SERVICES

News services are a great way to cause an echo effect with the news story you're trying to get out in the public. A news service is a syndication service that supplies multiple media outlets with the same story. In this section, commercial, mainstream services, such as Associated Press, United Press International and Reuters, have been grouped with more specialized or non-mainstream services. AlterNet.org, for example, syndicates stories by independent and alternative journalists on a wire that services more than 150 alternative and independent weeklies across the nation. Pacific News Service also has an alternative bent but places its commentary mostly in print dailies. American Forum has a very specific purpose of syndicating opinion editorials or public service announcements to print and broadcast media mainly in the South. Use this list with a keen eye, and make sure you investigate exactly what type of service is being offered. Contact your local AP, Reuters or UPI office, typically located in the nearest major city.

AlterNet.org
 77 Federal Street, 2nd floor
 San Francisco, CA 94107
 (P) 415-284-1420
 (F) 415-284-1414
 (E) info@alternet.org
 www.alternet.org

Produces a public interest website offering news, features, online community and activism opportunities; and sells content to hundreds of newspapers, websites, and newsletters.

American Forum
 940 National Press Building
 Washington, D.C. 20045
 (P) 202-638-1431
 (F) 202-638-1434
 (E) forum@mediaforum.org
 www.mediaforum.org

Distributes opinion editorials and public service announcements to mostly Southern media.

(cont.)

Associated Press—National News Desk
50 Rockefeller Plaza
New York, NY 10020
(P) 212-621-1500
(F) 212-621-7520
(E) feedback@ap.org
www.ap.org

Creative Communications
2700 Hillway Drive
Boise, ID 83702
(P) 208-342-8213
(F) 208-247-1830

Provides news services for several western states, including Oregon, Washington, Minnesota, and Iowa.

Reuters—National News Desk
199 Water Street
New York, NY 10038
(P) 212-859-1400
(F) 212-859-1717
(E) editor.reuters@reuters.com
www.reuters.com

Pacific News Service
275 9th Street
San Francisco, CA 94103
(P) 415-438-4755
(F) 415-438-4935
(E) pacificnews@pacificnews.org
www.pacificnews.org

Syndicates articles on the wire to more than one hundred subscribing publications every weekday and sends out news alerts to news editors.

The Progressive Media Project
409 East Main Street
Madison, WI 53703
(P) 608-257-4626
(F) 608-257-3373
(E) pmproj@progressive.org
www.progressive.org/mediaproj.htm

Solicits, edits and distributes commentary pieces to some big, but mostly small town newspapers.

United Press International
—National News Desk
1510 H Street, NW
Washington, D.C. 20005
(P) 202-898-8000
(F) 202-898-8057
(E) feedback@upi.com
www.upi.com

8 PUBLIC OPINION/ MEDIA RESEARCH & SERVICE

Public opinion research is something your organization or coalition might consider to help highlight your issues in the press. Below are a variety of companies that often work in the nonprofit social change arena.

Charlton Research Company
1612 L Street, Suite 800
Washington, D.C. 20006
(P) 202-530-0010
(E) crcdc@ix.netcom.com
www.charltonresearch.com

EDK Associates, Inc.
245 E 21st Street, 6th Floor
New York, NY 10010
(P) 646-602-8818
(E) edkpoll@aol.com

Global Strategy Group, Inc.
895 Broadway, 5th Floor
New York, NY 10003
(P) 212-260-8813
(E) jpollock@globalstrategygroup.com

Frameworks Institute
1776 I Street NW, 9th Floor
Washington, D.C. 20006
(P) 202-756-1378
(E) info@frameworksinstitute.org

Goodwin Simon Strategic Research
10951 W. Pico Boulevard, Suite 329
Los Angeles, CA 90064
(P) 310-446-7752
(F) 310-446-7728

San Francisco Office:
870 Market Street, #1074
San Francisco, CA 94102
(P) 415-835-9889
(F) 310-835-9993
(E) info@goodwinsimon.com

Lake, Snell, Perry & Associates
1726 M Street NW, Suite 500
Washington, D.C. 20036
(P) 202-776-9066
(F) 202-776-9074
(E) info@lspa.com
www.lakesnellperry.com
Peter Hart Research Associates
1724 Connecticut Avenue, NW
Washington, D.C. 20009
(P) 202-234-5570
(F) 202-232-8134
(E) info@hartresearch.com
www.hartresearch.com

RIVA (Research in Values & Attitudes)
7316 Wisconsin Avenue, Suite 450
Bethesda, MD 20814
(P) 301-652-3632
(F) 301-907-0209
(E) research@rivainc.com
www.rivainc.com

9 RADIO ACTUALITIES

As Making Radio Work For You!, one of the publications in this Resources List articulates (see "Books, Publications, and Websites"), anyone can produce a radio actuality at a reasonable price. However, if you're looking for help, the group listed below can help you with production and distribution at a reasonable price.

The January Group
1515 Jefferson Davis Highway, #1220
Arlington, VA 22202
(P) 703-418-2060
(F) 703-418-0740

(cont.)

10 WEB DEVELOPERS/CONSULTANTS

While the number of individuals and organizations helping to develop the Web presence of social change, nonprofit community remains small, things are changing quickly. Below is a short list of groups or persons who specialize in, consult on and/or design Web sites and can help your organization improve its use of new technology.

CompuMentor
435 Brannan Street, Suite 100
San Francisco, CA 94107
(P) 415-512-7784
(F) 415-512-9629
(E) realperson@compumentor.org
www.compumentor.org

Provides low-cost, volunteer-based computer assistance to schools and nonprofits.

Coyote Communications
(P) 512-232-2295
(F) 512-232-2299
(E) jcravens@coyotecommunications.com
www.coyotecom.com/home.html

NetAction
601 Van Ness Avenue, #631
San Francisco, CA 94102
(P) 415-775-8674
(F) 415-673-3813
(E) audrie@netaction.org
www.netaction.org

Provides general information about using the Internet for organizing and outreach, such as "designing effective e-mail alerts," links to technology policy sites and a list of resources for activism.

ONE-Northwest:
Online Networking for the Environment
Nickerson Marina Building, 1080
W. Ewing Place, Suite 301
Seattle, WA 98119
(P) 206-286-1235
(F) 561-658-0983
(E) info@onenw.org
www.onenw.org

Helps conservation groups in the Pacific Northwest use e-mail, the web and other technologies in their work to protect the environment; provides equipment, consulting and training, among other services.

11 PLACES TO PROMOTE ONLINE

Getting your story on the Web takes careful planning and effort, especially since there are no consistent standards for news online. However, there are several key places you should approach with a story idea, to run an opinion editorial or, at the very least, get a quick mention of your website. The listings here include places that have a specific focus, such as Corporate Watch, and broader audiences, such as the Institute for Global Communications. As the Web becomes more widely used, keep an eye out for new ones too!

Corporate Watch
P.O. Box 29344
San Francisco, CA 94129
(P) 415-561-6568
(F) 415-561-6493
(E) corpwatch@corpwatch.org
www.corpwatch.org

Produces an online magazine and resource center documents corporate greed and provides the public with tools to investigate and analyze corporate activity.

Institute for Global Communications
P.O. Box 29904
San Francisco, CA 94129-0904
(P) 415-561-6100
(F) 415-561-6101
(E) support@igc.apc.org
www.igc.org

Runs an Internet service provider with alternative sources of information for progressive individuals and organizations.

People Link
(P) 718-439-0343
(E) people@people-link.com
www.people-link.com

Operates a website that helps progressive organizations and socially responsible companies communicate.

Protest.Net
(E) rabble-rouser@protest.net
www.protest.net

Lists progressive and leftist protests, meetings, and conferences worldwide, helping to resolve logistical problems that activists face in organizing events with limited resources and access to mass media.

About.com
249 West 17th Street
New York, NY 10011
(P) 212-204-4000
(E) reachus@about.com
www.about.com

Offers a network of comprehensive websites on over 500 topics, run by expert About.com guides from across the Net and around the world.

WebActive/RealNetworks, Inc.
2604 Elliot Ave.
Seattle, WA 98121
(P) 206-674-2700
(F) 206-674-3582
(E) webactive@webactive.com
www.webactive.com

Runs a weekly publication offering progressive activists an up-to-date resource on the web to find other organizations and individuals with similar values and interests.

12 SEARCH ENGINES

Having your website listed with search engines is extremely important to developing a Web presence. If your website is not registered with one, then chances are your site will be overlooked by those surfing the Web. It is important to realize that different search engines employ different criteria for both registering your site with them and ranking your site. The best advice is to do occasional research on which search engines are the most popular and take into consideration their special criteria. What follows is a selective list of search engines. For a more comprehensive listing of the search engines out there, log onto www.searchenginecolossus.com.

Alta Vista: www.altavista.com

Excite: www.excite.com

Google: www.google.com

Northern Light: www.northernlight.com

Automatically categorizes findings; features an exclusive Special Library.

Yahoo!: www.yahoo.com

(cont.)

13 CLIPPING SERVICES

Clipping services are designed to help you keep track of your press coverage, by relieving you of the responsibility of following your story in the papers, on TV, over the radio and otherwise. Some clipping services are extremely expensive and thus cost-prohibitive. Recently, free services have surfaced with the onset of Internet communications, such as Excite.com. Shoppers beware! Some services may cost more than others.

Allen's Press Clipping Bureau
657 Mission Street, Suite 602
San Francisco, CA 94105
(P) 415-392-2353
(F) 415-362-6208

Bacon's Clipping Bureau,
Bacon's Information Inc.
332 S. Michigan Avenue
Chicago, IL 60604
(P) 800-621-0561
(F) 312-922-3127
www.baconsinfo.com

Reads general- and special-interest publications nationwide, including wire services, with the exception of the smallest rural papers. In addition, broadcast transcripts and Internet monitoring are available.

Broadcast News eXchange
Delahaye Medialine NewsIQ
800 Connecticut Avenue
Norwalk, CT 06854
(P) 800-926-0028
(E) sales@delahayemedialink.com
www.bnx.com

Offers tracking reports, video clips, air checks and news transcripts from TV stations around the country and abroad.

Burrelle's Press Clipping Service
75 East Northfield Road
Livingston, NJ 07039
(P) 800-631-1160
(F) 973-992-7675
(E) info@burrelles.com
www.burrelles.com

Provides print and web clipping, and broadcast transcript services from media outlets nationwide.

Cyberscan Internet Clipping Services
(P) 310-943-2717
(F) 310-659-0361
(E) question@clippingservice.com
www.clippingservice.com

Searches and retrieves information from electronic newspapers, magazines and other publications on the web; also does opinion monitoring on newsgroups and web forums.

Luce Press Clippings
42 South Center
Mesa, AZ 85210
(P) 800-528-8226
(F) 602-834-3821
(E) clip@lucepress.com
www.lucepress.com

Reads and covers both print and broadcast media. TV/radio transcript services are designed to complement print clipping service.

Video Monitoring Services of America
330 W. 42nd Street, 29th Floor
New York, NY 10036
(P) 212-736-2010
(F) 212-594-2182
(E) nyassales@vidmon.com
www.vidmon.com

Tracks coverage ranging from segments to commercials on both radio and TV, and print media nationwide.

WebClipping.com
424 Broadway, Floor 3
New York, NY 10013
(P) 212-965-1900
(F) 212-965-8733
(E) info@allresearch.com
www.WebClipping.com

Searches over 30 of the largest engines on the World Wide Web and all of the Usenet discussion groups as well as electronic publications.

14 PRESS RELEASE DISTRIBUTION SERVICES

These services will distribute your press release to journalists to augment your media exposure, as well as decrease your workload in getting out your press release.

Internet News Bureau
(P) 203-662-2804
(E) info@internetnewsbureau.com
www.newsbureau.com

Emails your Internet-related press release to any or all of their subscriber base of 3000 journalists.

PR News Wire
(P) 888-776-0942
(E) information@prnewswire.com
www.prnewswire.com

Broadcast faxes your press release to their media contact base, or one provide them.

15 BOOKS, PUBLICATIONS AND WEBSITES

The following publications will help you better understand how the media system works both for and against you. Topics range from proactive media strategizing to grappling with media bias, and messages are aimed for both traditional activists and media activists as well. Where titles are self-published by activist organizations, the contact information for them is listed.

The Activist Cookbook: Creative Actions for a Fair Economy. Andrew Boyd. United for a Fair Economy: Boston, MA, 1997.

To obtain a copy contact:
United for a Fair Economy
37 Temple Place, 5th Floor
Boston, MA 02111
(P) 617-423-2148
(F) 617-423-0191
(E) stw@stw.org
www.stw.org

(cont.)

FAIR's Media Activism Kit.
FAIR, New York, NY, 1998.
To obtain a copy contact:

FAIR
130 West 25th Street
New York, NY, 10001
(P) 212-633-6700
(F) 212-727-7668
(E) fair@fair.org
www.fair.org

We the Media: A Citizen's Guide for Fighting for Media Democracy. Don Hazen and Julie Winokur. The New Press: New York, NY, 1997.
To obtain a copy contact:

Independent Media Institute
77 Federal Street
San Francisco, CA 94107
(P) 415-284-1420
(F) 415-284-1414
(E) info@independentmedia.org
www.independentmedia.org

Strategic Communication for Nonprofits.
Larry Kirkman and Karen Menichelli, eds.
The Benton Foundation: Washington, D.C., 1992. *To obtain a copy, contact:*

The Benton Foundation
1800 K Street NW, 2nd Floor
Washington, D.C. 20006
(P) 202-638-5770
(F) 202-638-5771
(E) benton@benton.org

Public Opinion Polling. A Handbook for Public Interest and Citizen Advocacy Groups. Celinda C. Lake. Island Press: Washington, D.C., 1987.

Making Radio Work for You. Families USA Foundation: Washington, D.C., 1996. *To obtain a copy, contact:*

Families USA Foundation
1334 G Street, NW
Washington, D.C. 20005
(P) 202-628-3030
(F) 202-347-2417
(E) info@familiesusa.org
www.familiesusa.org

PR Web
P.O. Box 333
Ferndale, WA 98248
(P) 425-793-9225
(F) 425-793-9230
(E) prweb@dataovation.com
www.prweb.com

In addition to providing a free database to post press releases, this site lists many PR resources and links.

Prime Time Activism. Charlotte Ryan. South End Press: Boston, Massachusetts, 1991.

How to Tell and Sell Your Story. Timothy Saasta. Center for Community Change: Washington, D.C., 1997.
To obtain a copy, contact:

Center for Community Change
1000 Wisconsin Avenue, NW
Washington, D.C. 20007
(P) 202-339-9338
(F) 202-333-5462
(E) publications@communitychange.org
www.communitychange.org

Making the News. Jason Salzman. Westview Press: Boulder, CO, 1998.

Media Advocacy and Public Health. Lawrence Wallack, et al. Sage Publications: Thousand Oaks, CA, 1993.

The Publicity Handbook. David R. Yale. NTC Business Books: Lincolnwood, IL, 1991.

SPIN Project website
www.spinproject.org/spin

Provides media resources, tips and tools.

16 GROUPS CONCERNED WITH MEDIA BIAS & MEDIA LITERACY

The groups listed below seek to expose how mainstream media often mis- or under-represents various groups and/or issues due to ethnic, gender, class or sexual orientation biases. In some cases, organizations such as Fairness and Accuracy in Reporting (FAIR) approach their analysis of media bias by looking at the whole media system and come from a tradition of media criticism. Others examine media representation of very specific issues: gay rights, freedom of speech, Religious Right, or racial identity. The distinction can make a difference, depending on how you want to build your media arsenal and approach editors or reporters with the history of media coverage of a particular issue or campaign in which you may be engaged.

Applied Research Center
3781 Broadway
Oakland, CA 94611
(P) 510-653-3415
(F) 510-653-3427
(E) arc@arc.org
www.arc.org

Publishes ColorLines Magazine, formerly RACEFILE, which examines coverage of ethnic minorities in mainstream press and beyond.

Berkeley Media Studies Group
2140 Shattuck Avenue, Suite 804
Berkeley, CA 94704
(P) 510-204-9700
(F) 510-204-9710
(E) bmsg@bmsg.org
www.bmsg.org

Works with community groups and professionals to use media to advance public health policy. Monitors, studies and analyzes media to support advocacy and education.

(cont.)

RESOURCES

Fairness and Accuracy in Reporting (FAIR)

112 West 27th Street
New York, NY 10001
(P) 212-633-6700
(F) 212-727-7668
(E) fair@fair.org
www.fair.org

Publishes EXTRA!, a bi-monthly magazine of media criticism.

Gay & Lesbian Alliance Against Defamation

248 W. 35th Street, 8th Floor
New York, NY 10001
(P) 212-629-3322
(F) 212-629-3225
(E) glaad@glaad.org
www.glaad.org

Produces GLAADLines and GLAADAlert.

Media Alliance

814 Mission Street, Suite 205
San Francisco, CA 94103
(P) 415-546-6334
(F) 415-546-6218
(E) info@media-alliance.org
www.media-alliance.org

Publishes MediaFile, a bi-monthly journal that covers the media work environment, media ownership and strategies for activists who want to improve news coverage.

Media Research and Action Project

Sociology Department, McGuinn Hall
Boston College
Chestnut Hill, MA 02467
(P) 617-552-8708
(F) 617-552-4283
(E) ryanc@bc.edu
www.bc.edu/mrap

Researches and monitors media for nonprofit organizations, as well as builds their media capacity with strategic media planning.

People for the American Way

2000 M Street, NW, Suite 400
Washington, D.C. 20036
(P) 800-326-7329
(F) 202-993-2672
(E) pfaw@pfaw.org
www.pfaw.org

Monitors and opposes efforts to suppress free expression.

Political Research Associates

1310 Broadway
Sommerville, MA 02144
(P) 617-666-5300
(F) 617-666-6622
(E) PublicEye@igc.apc.org
www.publiceye.org

Operates a leading clearinghouse for info on political extremists.

Rocky Mountain Media Watch

P.O. Box 18858
Denver, CA 80218
(P) 303-832-7558
(F) 303-832-7558
(E) newsmush@netone.com
www.bigmedia.org

Studies and analyzes local TV news to help citizens and the media understand and visualize what constitutes better journalism.

