

## **Challenge Corporate Power**



**RAN.org**

### **Move the media: An Introduction**

Whether we like it or not, the mainstream media has a massive influence on public opinion and politics in the US. There is no question that we need to democratize our media, but as we do that we must also work with the mainstream media to broadcast the messages and values that are important to us as progressive activists. A fantastically well-organized rally attended by 100 committed citizens is a beautiful thing. But if the media covers the rally, you will reach ten times that number with your message. If you want to communicate with people who don't already know about your issue and bring new people into the struggle for social justice and human rights, media coverage is a must.

Telling a story or communicating a point of view to reporters and editors from mainstream publications and media outlets is a special art. You have to be clear and brief and at the same time deeply thoughtful. You have to know certain tricks of the trade that will help your issue stand out from the hundreds of other interesting things happening in the world.