



Creating Safety & Justice For Women & Girls

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Media Advocacy to Prevent Domestic Violence: Selected Resources

How to Tell and Sell Your Story: A Guide to Media for Community Groups and Other Nonprofits (in the Community Change newsletter). Center for Community Change, 1999.

Using media to advocate *creatively* and *provocatively* for low-income communities is the focus of this special newsletter from the Center for Community Change based in Washington D.C. It outlines step-by-step directions for developing a media advocacy campaign. Practical tools include advice on how to stage a press conference, how to influence editorials, and how to write good press releases, op-eds, and letters to the editor. The guide is interspersed with real-life examples of effective media strategies. It also contains a resource listing of media advocacy organizations that offer training and consultation to non-profits and community-based groups. *Available from: the Center for Community Change as a free download from their website, www.communitychange.org (click on "CCC Publications" at the bottom of the page). Print copies can also be ordered from the web site, or via telephone, (202) 342-0599.*

Domestic Violence: A Handbook for Journalists (handbook). Rhode Island Coalition Against Domestic Violence, 2000.

The Rhode Island Coalition Against Domestic Violence (RICADV) produced this handbook to show journalists how (and why) to frame their stories of family murders as incidents of domestic violence. Three chapters offer tips for covering domestic violence stories, including survivors' recommendations for conducting interviews, examples of best media practices for domestic violence reporting, and hints about how stories change over time. While some of the legal and statistical information is specific to Rhode Island, many sections can easily be adapted or used "as is" in other states. *Available from: the Rhode Island Coalition Against Domestic Violence, 422 Post Road, Suite 202, Warwick, RI 02888, phone: (401) 461-9940.*

Media Access Guide for Non-Profit Organizations (guide). KRON Channel 4, 2000.

This useful media access guide, produced by the KRON (Channel 4) Television Station in San Francisco, offers detailed information about how to get public service announcements (PSA's), news stories and calendar events publicized via local broadcast programs. Although some of the information is specific to the San Francisco Bay Area, many tips are applicable to media work in other communities as well. The resource section contains a comprehensive listing of San Francisco Bay Area television, cable, and radio stations. *Available from: KRON Channel 4 as a free download from their web site at, <http://www.kron.com/Global/story.asp?s=510446> Scroll down to "M*

Media Activist Tool Kit: Challenging Myths & Stereotypes in the News (booklet). Fairness and Accuracy in Reporting, not dated.

Produced and distributed by Fairness & Accuracy in Reporting (FAIR), a national media watch group, this guide focuses on how activists can track and respond to bias in the news media. It includes a resource section with listings of contact information for corporate media groups, national media outlets, independent/alternative media companies, media activism groups, and professional associations for journalists; a set of recommended readings; and titles of additional publications. *Available from: FAIR as a free download from their web site, www.fair.org/activism/activismkit.html or by writing to FAIR at 130 West 25th Street, New York, NY 10001, Phone: (212) 727-7668.*

Media How-To Guidebook (manual). Media Alliance, 1999.

Practical formulas for getting good media coverage—and understanding corporate ownership—are highlighted in this how-to guide from Media Alliance. The book is divided into three sections. Part One offers practical information on short-term planning for media coverage (that is, for a 10-30 day campaign). Part Two discusses long-term media planning organized around campaign goals and objectives. Part Three focuses on corporate ownership of the media in the U.S. It proposes that understanding the links between corporate power and the media are critical for media campaign-planning. *Available from: Media Alliance, 814 Mission Street, Suite 205, San Francisco, CA 94103, phone: (415) 546-6334, fax: (415) 546-6218, web site: www.media-alliance.org/pubs/index.html.*

Media Outreach Made Easy: An Advocate's Guide to Working with the Press (guide). National Resource Center on Domestic Violence, 1999.

This practical guide serves to introduce domestic violence advocates to the basic tenets of media advocacy work. This is one of only a handful of media guides specifically focused on domestic violence issues. The guide breaks down media advocacy into five topic areas: preparing a media list, preparing for interviews, responding to media stories, generating coverage, and placing public service announcements (PSA's). Each section offers tips and strategies in a concise, easy-to-grasp format. *To request copies of the guide, phone the National Resource Center on Domestic Violence in Harrisburg, Pennsylvania at 1-800-537-2238.*

News for A Change—An Advocate's Guide to Working with the Media (book). Sage Publications, 1999.

Authors Lawrence Wallack, Katie Woodruff, Lori Dorfman and Iris Diaz are experienced media advocacy practitioners who produced this handbook to help nonprofits develop “a strategy that combines key elements of social change—community organizing, research, policy development, advocacy, and politics—with news media.” Chapters are based on the authors’ ten basic rules for doing news media work, with strong emphasis on strategic campaign planning. Most chapters contain “Advocacy in Action” sidebars with examples from past campaigns, exercises for practicing skills, and checklists. *Available at bookstores or can be ordered from Sage Publications via their web site, www.sagepub.com, by e-mail, order@sagepub.com, or by telephone, (800) 499-0721.*

Op-Eds: A Cost-Effective Strategy for Advocacy (handbook). The Benton Foundation, 1991.

Using editorial page pieces—op eds—to frame public policy debate and lobby for social change is the centerpiece of this handbook for non-profit advocates and educators. (An op-ed is an article or opinion piece contributed by a community member that is printed in the newspaper opposite the editorial page.) Section one offers step-by-step instructions for developing and implementing an op-ed strategy. Section two presents case studies that illustrate how op-eds have been used successfully to achieve specific outcomes in past campaigns. *Available*

from: *the Benton Foundation, 1625 K Street, NW 11th Floor Washington, DC 20006 (202) 638-5770 FAX (202) 638-5771*
web site: www.benton.org/Library/Op-eds/Op-Eds.pdf.

Whose Perspective? A Guide to Gender-Sensitive Analysis of the Media (manual). Women's Media Watch Jamaica, 1998.

Produced by Women's Media Watch Jamaica, this training manual shows how to go about reducing violence against women by challenging gender stereotypes in the media and working to improve media representations of women. The manual provides brief essays, exercises and practical tools for conducting workshops that explore the media's role in perpetuating sexism and violence against women and what can be done to change media imagery. Created by and for women of color in Jamaica, the issues, concerns and examples are equally relevant and accessible to U.S. audiences and communities. *Available from: Women, Ink, 777 United Nations Plaza, New York, NY 10017, phone: (212) 687-8633, web site: www.womenink.org.*

Related Videos:

bell hooks: Cultural Criticism and Transformation (video, 66 minutes). Media Education Foundation, 1999.

In this persuasive documentary, English professor bell hooks (who writes her name in lower case letters) reveals the racist and anti-feminist messages woven into many types of popular culture. Excerpts from music videos, feature films, and television news coverage are used to illustrate key points. Coverage of the OJ Simpson trial, Spike Lee's films, and "Hoop Dreams" all come up for analysis. In Part One, hooks argues that film imagery and media representations are deliberately crafted to convey messages that support and reinforce the authority of powerful white male producers at the expense of women and people of color. In Part Two, she demonstrates how to recognize and critique these messages and values in order to become active agents of change. *Available from: Media Education Foundation, 26 Center Street, Northampton, MA 01060, phone: (800) 897-0089, web site: www.mediaed.org.*

Beyond Killing Us Softly: The Strength to Resist (video, 33 minutes). Cambridge Documentary Films, 2000.

"What happens to adolescent girls that challenges and undermines the strength, resiliency, and self-esteem they show as young girls?" Gloria Steinem, Carol Gilligan and other renowned feminist writers, psychologists and media scholars take up this question in this documentary about the advertising industry's "cult of thinness" and its destructive impact on teenage girls' self-image and health. Video clips and magazine ads depicting ultra-thin female models dressed in skimpy clothing and arranged in poses reflecting child-like vulnerability are used to illustrate the commentary. The unhealthy messages implicit in contemporary advertising and media images of women and girls are exposed through critical analysis. Featured speakers point out ways that degrading and distorted ad images of women's bodies are linked with acts of violence against women and girls, as well as adolescent girls' problems with eating disorders, depression, and self-esteem. Practical suggestions for inoculating girls against the toxic effects of advertising are proposed, along with recommendations for challenging restrictive gender stereotypes and promoting healthier images of women's roles in society. *Available from: Cambridge Documentary Films, Inc., P.O Box 390385, Cambridge, MA 02139-0004, phone: (617) 484-3993, web site: www.cambridgedocumentaryfilms.org.*

Tough Guise: Violence, Media & the Crisis in Masculinity (video, 57 minutes). Media Education Foundation, 1999.

This educational video, hosted by Jackson Katz, depicts how images of masculinity in U.S. culture have become increasingly inflated, unrealistic and violent over the past 30 years and how this emphasis on toughness impacts young men. The video is divided into two parts. In Part One, "Understanding Violent Masculinity," Katz provides

historical context for his claim that U.S. media and culture are experiencing what he terms a “crisis in masculinity.” This crisis revolves around the exaggerated, hyper-inflated image of masculinity (the “tough guise”) that is being promoted increasingly in toys and video games for boys and media imagery designed to appeal to men. Scores of images from media and popular culture are used to illustrate Katz’ theme that messages equating masculinity with dominance, power and control are pervasive in U.S. society. These include images of violent, muscle-bound men presented as heroes and celebrities in action movies, video games, television series, and professional wrestling shows, interspersed with endless scenes of men threatening, beating, kicking, and shooting one another. In Part Two of the video, “Violent Masculinity in Action,” Katz claims that the recent rash of school shootings and other forms of violence perpetrated by males are the tragic consequence of this crisis in masculine identify. Alternate examples of non-violent role models for men are also shown. *Available from: Media Education Foundation, 26 Center Street, Northampton, MA 01060, phone: (800) 897-0089, web site: www.mediaed.org.*