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Toolkit produced by the Grand Rapids Institute for Information Democracy through a grant from the Media Justice Fund of The Funding Exchange
Part 1  Media in Context - what role media plays in our lives

A few statistics

According the Kaiser Family Foundation the average American spends about 4.5 hours per day in front of the TV and 1.5 hours in front of a computer monitor. On average 6 hours a day are spent in front of a screen. If you add that up over a lifetime, those 6 hours a day, that means that most of us will spend about 16 years of our lives in front of a screen. It also means that if you added up all the 30 second commercials we see on TV over a lifetime, most of us will spend 1.5 years of our lives just watching TV commercials.

Question: Do you think that this amount of media consumption has any influence on us?

Media Exercise

Identify the product from each letter......

Next page for part 2 of this exercise
What are the names and positions that these Bush cabinet members hold?

For discussion: Why is it that you can name more products from a letter than you can name people who have tremendous influence on our daily lives? What does this tell us about our media system? What drives entertainment over information? How has media policy determined what we get from media over the years and how has that evolved?

Media Ownership

Increased consolidation in the ownership of media has had damaging effects on democracy. A few companies own most of the media in this country, even in West Michigan. For a current listing of Who Owns the Media in Grand Rapids go online or see a summary page of the major local media companies on page 4.

Media consolidation means that 1) media workers will be downsized and those remaining will have bigger workloads, thus less likely to cover local news; 2) media management will be driven by the profits, thus advertising rates and market shares are more important than news, and 3) reporters are more likely to engage in self-censorship - they will not pursue stories or story angles that either they know their editors will not endorse or because they are concerned about job security.

Sources: National Media Ownership & Media Policy
State of the Media Report 2005
Self - Censorship and the Press
## Major Grand Rapids Media Owned By National Corporations

<table>
<thead>
<tr>
<th>Local Media</th>
<th>Owned by...</th>
<th>Which owns nationally...</th>
</tr>
</thead>
</table>
| **The Grand Rapids Press** | Advance Publications | 29 Newspapers (8 in Michigan)  
|                     |                    | 39 Magazines, including CondeNast chain  
|                     |                    | Discovery Channel (partial ownership)  
|                     |                    | Newhouse News Services  
|                     |                    | Religious News Services |
| **WZZM 13**         | Gannett            | 22 Television Stations  
|                     |                    | 98 Newspapers (including USA Today)  
|                     |                    | Cincinnati Reds baseball team  
|                     |                    | Over 6 billion dollars in annual revenue |
| **WOOD TV 8**       | LIN TV Corp        | 27 TV stations |
| **WXMI 17**         | Tribune Corp.      | 32 TV Stations  
|                     |                    | 14 Newspapers, including the LA Times, Newsday, and Chicago Tribune  
|                     |                    | Over 5 billion dollars in annual revenue  
|                     |                    | Chicago Cubs baseball team |
| **WBCT FM**         | Clear Channel      | 1200 Radio Stations  
| **WBFX FM**         |                    | 39 TV Stations  
| **WOOD AM**         |                    | Adshel Eller Media Company - Outdoor Advertising  
| **WOOD FM**         |                    | Clear Channel Internet Group  
| **WTKG AM**         |                    | Katz Media Group  
| **WTVI FM**         |                    | Clear Channel Entertainment  
| **WSNX FM**         |                    | Premiere Radio Network  
| **WMUS FM**         |                    | New Music Network  
| **WMHG FM**         |                    | SPX Sports Group |
| **WGRD FM**         | Regent             | 69 Radio Stations |
| **WLHT FM**         |                    | |
| **WNWV AM**         |                    | |
| **WSGR FM**         |                    | |
| **WTRV FM**         |                    | |
| **WBBL AM**         | Citadel            | 212 Radio Stations |
| **WKLQ FM**         |                    | |
| **WLAV FM**         |                    | |
| **WODJ FM**         |                    | |
Part 2  Your Media Strategy I  
*building relationships with news rooms*

It is important that you develop relationships with local news agencies to the degree that you and your organization can become a credible news source. Too often organizations and grassroots groups think that a media strategy is to send out a Media Release the day before an event and that is it. An organization’s media strategy should be integral to their organizational mission. *Think about this* - for most daily news outlets they have the capacity to reach thousands of people on any given day of the week. If you have good relationships with reporters, a clear message and can become a news source you increase the possibility of reaching a much broader audience with what you are passionate about.

**First** - Identify the media in your town that does news and/or Public Service Announcements. You can use the GRIID online Media Directory.

**Second** - Know who plays what role in the newsroom. You will contact editors at times, community relations people, the community calendar desk, but most of the time you will deal directly with reporters. To help you identify who is in a news room and what function they serve see page 6

**Third** - Every time you interact with a reporter, editor or anyone else from a news agencies document the interaction by using the Media Contact Form on page 7. Find out what is the best way to contact individual reporters - by phone or e-mail, and when are the best times of the day to contact them. If you document interactions with reporters your organization can be better prepared for future campaigns and news stories based on the previous documentation.

**Fourth** - You should be monitoring the media as much as possible for two reasons. *First*, you can keep track of how many times the news media has reported on your organizations work or used you as a news source. This will be useful when interacting with them since it will give you some context in which to pitch another story. *Second*, it provides you with an opportunity to measure how well your organization did with communicating your message through the media. In addition to your own monitoring you can rely on the media monitoring that GRIID conducts - the Grand Rapids Press and 4 hours of local TV news from Monday - Friday (channels 8, 13 & 17). GRIID collects news data, publishes news coverage reports and posts local news stories and analysis on a weekly basis through the News Dissection section.
Checklist: Who’s Who in Newsrooms

When getting to know the people who make up the news media, you need to know who does what in the newsroom. Here are some typical people you’ll find at most news outlets.

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assignment Editor</strong> or City Desk Editor</td>
<td>Coordinates the day-to-day assignment of stories. Random calls to the newsroom are directed to this desk. If you can get to know an assignment or city desk editor’s likes and dislikes, you’ll have made a strong and useful contact at your local media outlet.</td>
</tr>
<tr>
<td><strong>Editor</strong></td>
<td>Coordinates and assigns stories for his or her section of a newspaper or magazine. City editors handle news assignments for the urban area; publications may also have editors responsible for entertainment, arts, sports, business, the environment, and so on.</td>
</tr>
<tr>
<td><strong>Managing Editor</strong></td>
<td>In charge of editors and operations of the whole newspaper.</td>
</tr>
<tr>
<td><strong>Producer</strong></td>
<td>In network television, a story producer researches, writes, interviews, and oversees the camera crew and editing process for stories. He or she works closely with reporters and, in some cases, does much of the work to create a story. However, in local news, most reporters do this for themselves. The show producer decides which stories will appear on the news and in what order and works closely with the writers who create the anchor’s scripts. The executive producer is roughly equivalent to the managing editor at a newspaper.</td>
</tr>
<tr>
<td><strong>Reporters</strong></td>
<td>In the print media, reporters are writers. On TV and radio, they’re the voices you hear reporting the news and generally the main gatherers of that news. Cultivate relationships with reporters, both staff and freelance, who know your organization, who understand it’s purpose, and who have the respect of editors and producers.</td>
</tr>
<tr>
<td><strong>Public Affairs Director</strong></td>
<td>The contact at radio and TV stations responsible for the airing public service announcements and free-speech messages and general community relations (arranging a tour of the newsroom, for instance).</td>
</tr>
<tr>
<td><strong>Calendar Editor</strong></td>
<td>Responsible for events listings, announcements, and, with few exceptions, a vital source of free publicity. If your event is for community members, send a one-page media advisory specifying the basics to the calendar editor.</td>
</tr>
<tr>
<td><strong>Freelance Writers, Photographers (stringers), and Producers</strong></td>
<td>Freelancers generally write or produce news for a variety of news outlets without being employed by any single outlet. Many editors and producers have a regular group of freelancers with whom they work frequently. Establish relationships with freelancers in the same way you do with staff writers and reporters.</td>
</tr>
</tbody>
</table>
Media Contact Form

Date____________________ Contact initiated by:

Time____________________ Staff______ Media______

Follow-Up Needed:____________________________________

Follow-Up Needed By:__________________________________

Follow-Up Completed:__________________________________

Name _____________________________________________

Title ________________________________________________

Affiliation ___________________________________________

Address ______________________________________________

Phone ________________________________________________

Fax __________________________________________________

TV [ ]  Print [ ]  Radio [ ]  Online [ ]

Request/Comments/Notes:__________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

[ ] Add to Media List  [ ] Added to Media List: Date_______________
**Five -** Become a News Source. Once you have found out who to contact in news departments, identify specific reporters who cover the issues you are working on. Contact these reporters/editors directly when sending out Media Releases. News rooms get dozens of Media Releases daily so you need to make sure it gets into the hands of those who would most be interested in what you are doing. If you have been tracking the interaction with reporters you should have a working list of who to contact to make sure they have seen the Media Release. You can even put it to THEIR ATTENTION when faxing it over, or if you have their e-mail send it in the text and as an attachment. Then contact them after a story for follow up, to either thank them for the coverage or to challenge them on how the story was reported on. Next, let them know that you have additional information and resources if they want to do a follow up story. Also, don’t just contact reporters when you are trying to get coverage for a local initiative, contact them when there is a national story so that you can provide a local angle on.

**Six -** Constantly pitch stories to local reporters. Brainstorm with members of your organization on ways to constantly pitch stories, stories that always put a human face on the issue. Here is a list on themes that you can think about to make your story newsworthy.

<table>
<thead>
<tr>
<th>Controversy/conflict</th>
<th>Are there adversaries or other tensions in the story?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad Interest</td>
<td>Does this story affect a lot of people, or does it relate to groups of special concern such as children?</td>
</tr>
<tr>
<td>Injustice</td>
<td>Are there basic inequalities or unfair circumstances?</td>
</tr>
<tr>
<td>Irony</td>
<td>What is ironic of unusual about this story? Is there hypocrisy to reveal?</td>
</tr>
<tr>
<td>Local peg</td>
<td>Why is this story important of meaningful to local residents?</td>
</tr>
<tr>
<td>Personal angle</td>
<td>Is there a person with direct experience with the issue who can provide an authentic voice in the story? (Make sure such people are trained advocates as well as traditional “victims.”)</td>
</tr>
<tr>
<td>Breakthrough</td>
<td>Does this story mark an important historical “first” or other event?</td>
</tr>
<tr>
<td>Anniversary peg</td>
<td>Can this story be linked to the anniversary of a local, national, or topical historical milestone?</td>
</tr>
<tr>
<td>Seasonal peg</td>
<td>Can this story be attached to a holiday or seasonal event?</td>
</tr>
<tr>
<td>Celebrity</td>
<td>Is there a celebrity already involved with or willing to lend his or her name to the issue?</td>
</tr>
<tr>
<td>Visuals</td>
<td>What interesting visuals can you create or take advantage of to give journalists something interesting to shoot or reproduce? See page for an example.</td>
</tr>
</tbody>
</table>

**For example -** I saw the story last night having to do with federal legislation on Genetically Modified Foods. We do local education and work with farmer/growers/vendors who provide non-GMOs in West Michigan. I can send you materials or be available for an interview.
Who Benefited from the War in Iraq? #4

**Total estimated cost of the War, Occupation & Reconstruction efforts in Iraq**

$100 billion

Source: [http://www.nationalpriorities.org](http://www.nationalpriorities.org)
[http://www.faireconomy.org](http://www.faireconomy.org)

**On the state (MI) level, $4.2 million was recently cut from a project to provide clinical breast exams, Pap smears and pelvic exams to women 40 - 64 years old and mammograms to women 50 - 64 (used to be 40 - 64).**

Statewide, 22,000 fewer women will be able to participate with this program which was funded through the Centers for Disease Control (CDC).

Source: [www.michigan.gov/mdch](http://www.michigan.gov/mdch)

**Annual salary/benefits for 15 RNs**

$763,000

Source: [www.warresisters.org/piechart.htm](http://www.warresisters.org/piechart.htm)

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Cost of providing health care to all uninsured children in the US for 5 years

Source: [http://www.nationalpriorities.org](http://www.nationalpriorities.org)

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This document was produced by the People’s Alliance.
You can download this and other resources at [http://www.mediamouse.org/static/peoplesalliance.php](http://www.mediamouse.org/static/peoplesalliance.php)
**Warning**: Playing this game may result in rage directed at corporations who have profited from trade policies and supported by many politicians.

**Source**: www.jwj.org

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**NAFTA Scavenger Hunt Map**

- **Greenville**
- **Electrolux**
- **H. H. Cutler**
- **Tecumseh Metal**
- **Batt's/Zeeland**
- **J.R. Simplot**
- **Target Components**
- **Ionia**
- **Cambridge Industries**
- **Johnson Controls**
- **Baker Furniture**

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**Jobs Lost from NAFTA**

Represents 500 workers
Seven - Another approach you can take to get the attention of news agencies is to organize a breakfast or luncheon for reporters/editors in order to educate them and provide a variety of individuals who are potential news sources. Work with GRIID to look at coverage of your issue over a 2-3 month period. Based on coverage develop your own recommendations for improved coverage. See recommendations produced by the Kent County Sexual Assault Prevention Action Team on the next page.

Then invite news people to the event and have people in your organization or who work on the same issues give short presentations highlighting the main aspects of the issue you would address. You want media people to understand the importance of reporting on the issue you work on, how that benefits the public, and that you want to help them provide this information to the public.

Next, create packets which gives them the same information presented along with more details. Include contact information for people who presented, people with areas of expertise - phone numbers, e-mail, best times to contact folks so that reporters will easily be able to track your sources down. Make sure you also provide them with the recommendations you came up with for future reporting.

Another excellent resource/example is a guide for journalists for reporting on sexual assault by the Michigan Coalition Against Domestic and Sexual Violence.

Lastly, follow up the meeting by monitoring coverage to see if the reporting improves and to affirm reporters/editors when coverage does improve.

Eight - Set a Media timeline for any events or campaigns you will be working on. Page has a Media Event Planning Timeline checklist for you to use as a guide. The only thing to stress here is that you must think strategic and give news people as much heads up as possible about events/campaigns you are working on. Getting pre-event coverage may be as important or more important than post event coverage.
**Recommendations for Reporting on Sexual Assault**

- Report on Sexual Assault as a Public Health Issue - report more than what happened, interview public health workers, sexual assault prevention people, etc.

- Always let viewers know where they can get help, what services are available in the community.

- Report on the Gender specifics of Sexual Assault, ie.- a man raped a woman or a girl was sexually assaulted by a man.

- Contextualize Sexual Assault - don't treat it like bad weather, educate/remind viewers some of the statistics, who is perpetrating sexual assault.

- Don't sensationalize Sexual Assault - Many viewers have been sexual assault victims, be sensitive to that.

- When forums/educational/advocacy events are organized in town 1) try to announce them ahead of time to encourage viewers to participate, 2) cover these events with some comprehension - this is nearly impossible if reporters do not stay for more than just a few minutes getting b-roll and a sound-bite.

- Do investigative stories (or a series) on the various forums of sexual assault: sexual assault from a husband, parent or co-worker; sexual assault in jails and prisons; sexual assault from physicians; sexual assault that occurs between a man and a woman working in prostitution; sexual assault and the use of GHB or other drugs; pornography & sexual assault

- Be careful when reporting on sexual assault that racial stereotyping does not occur. Be consistent in reporting on sexual assault perpetrators regardless of race.

- Reporting on the profession or past criminal record of victims should be avoided. For example, when reporting that a woman was sexually assaulted or murdered while working as a prostitute is not relevant to her being sexually assaulted.
Checklist: Media Event Planning Time Line

One month in advance
Decide on objective and key messages of the event.
Decide on a newsworthy “hook” for the event
Find a site for the event.
Brainstorm some interesting visual elements that will reinforce the key messages of the event: charts, ads, demonstrations with signs, and so on.
Arrange for speakers.
Update media list, if necessary.
Begin planning media kit materials (see Checklist: The Media Kit).

Two weeks in advance
Draft media advisory and news release
Draft fact sheets, speakers’ bios, and other media kit materials.
Assign roles for people at the event (media greeter, emcee, speakers, etc.).
With speakers, draft talking points.

One week to three days before
Fax media advisory (including directions to event site) and news release.
Follow up by calling journalists to pitch the story to them.
Compile media kits.
Conduct speakers’ training.
Create sign-in sheets for attending journalists.
Create table tents, name tags, or other means of identifying speakers.

The day before
Make follow-up calls; re-fax the advisory and news release to key media contacts.
Make sure media kits and all other conference materials are ready.
Deliver media kits to any journalists who requested materials in advance.
Make sure journalists have directions to the site.
Rehearse the event with speakers, if possible. Ask every question that could possibly be important, and prepare for every possible problem.

At the Event
Introduce each speaker; keep comments to three minutes maximum.
Leave time for questions after all speakers have presented.
After the formal presentation, help reporters connect with individual speakers for one-on-one interviews
For more, see Checklist: At the News Conference, page 81.

After the event
Send media kits to any journalists who didn’t attend.
Call journalists who attended, offering to answer further questions.
Track and evaluate coverage to see how you can improve next time.
TRY IT OUT: WRITING A NEWS RELEASE

Here is a format for writing news releases. It includes all the necessary elements and what in formation you should provide in each place. A sample is shown in Figure 5.5.

FOR IMMEDIATE RELEASE
(Today’s date)

CONTACT: (Name)
(Phone Number)

HEADLINE: KEEP IT SHORT, ALL CAPITAL LETTERS

1st Paragraph: What is happening, who is involved, where and when (briefly)

2nd Paragraph: Why this event is significant and newsworthy

3rd Paragraph: Quote from an expert involved that emphasizes how significant this event is

4th Paragraph: More details on where and when the event is happening

5th + Paragraphs: Other pertinent details, including:
   Speakers’ names and affiliations
   Description of any photo opportunities
   Further quotes from other spokespeople

Final paragraph: One-sentence “boiler plate” description of the organization (s) involved in the event.

MORE (if release goes on to a second page, or)

# # # (to indicate end)

Nine - Just a few comments about writing a Media Release. First, keep it simple - who, what, where, when. Second, Media Releases are only useful if you make follow up calls to news agencies. Lastly, you can always give them more information if they want more. If you can’t get it on 1 or 2 pages, then you are giving them too much.

Ten - There are several things to keep in mind with media at your event. On page 15 you will find a sheet of items to keep in mind. Don’t just be content that the media shows up to your event. Take advantage of their being at your event to get the best message out that you can.
Checklist: At the News Conference or Media Event

- Is your room large enough to hold the invited number of journalists, plus a few more? *Always leave yourself plenty of room for last-minute attendees.*

- Is there parking nearby for attendees? *If necessary, have signs directing attendees from the parking lot to the conference site.*

- Can the conference site accommodate TV cameras? *Are there enough (and powerful enough) electrical outlets and extension cords for cameras and lights?*

- Make sure your office is staffed before, during, and after the conference. *That way, the media can reach someone to get directions or additional information if necessary.*

- Set up a check-in table near the entrance where you can greet arriving journalists. *Make sure you have extra media kits and other background materials.*

- Have a complete list of invited media and check them off as they arrive, or create a sign-in sheet for names, addresses, and affiliations of all attendees. *Keep track of every media representative there, and use the information to update your files later.*

- Give each attendee a press kit, including an agenda for the conference. *Have spare pens and paper available.*

- Have an emcee introduce all speakers. *Make your speakers and guest available for pre and post-conference interviews, in person and by phone.*

- Are presentation materials prepared? *Make sure the slides are right side up; pretest the overhead projector or slide projector and have a spare bulb available. Have two copies of any video or audiotapes you are going to play in case one of them breaks.*

- Will you need amplification for your speakers? *If so, check in advance to be sure your microphones work and are set to appropriate sound levels.*

- Are there refreshments available? *Providing coffee, donuts, and the like for reporters is a nice touch, although not essential. At a minimum, be sure speakers have water available.*
Eleven - When you are going to be interviewed by the news media, here are some tips to keep mind so that you can have some control over the content.

- Don’t perform for the Media. Ask them what purpose it serves to have you walk out of your office or act like you are talking on the phone. How does this help inform viewers.

- Always have major talking points. Repeat them or rephrase them. Even use the set up Well, there are 3 main points I want to make. This increases the chance that they will include multiple talking points.

- Have the conversation with reporters about the importance of including multiple points, substantive information for the news story. Rely on GRIID for data, examples to support your argument.

- Always provide written materials to the reporter that would have been sent out in the media packets ahead of time. Doesn't hurt to give it to them again.

- Feel free to provide reporters with questions ahead of time. Before the interview begins tell them what you plan to talk about.

- If the interview is not live, don’t feel like you have to immediately respond to questions. Take your time. Also, if you realize that what you said could be better, stop and do it again. Don’t ask to do it again, just say...I’m going to do that over.

- Feel free to use a cheat sheet, cue cards, whatever you need to stay on message.

- Use visuals. Think about where you will stand for an interview. Have a banner behind you, t-shirts, buttons or a structure behind you to enhance the story.

- Have someone video tape the interview. You can use it to critique yourself later, it puts the reporter on alert that you are taking the interview very seriously, and then you have a copy of the full interview that you can later use to compare the news story to. It makes for a great media literacy exercise - can help you in holding reporters accountable and be useful when you do public presentations on how the media has reported on your work.

1. In Kent County over 70% of sexual assaults are committed by someone the victims knows.
2. In 2003, the YWCA Nurse Examiner Program conducted 283 forensic/medical examinations.
3. Rape and sexual assault prevention needs to reach men and boys because males are the perpetrators of the vast majority of sexual violence.
**Twelve** - One last tactic in building relationships with news agencies is to set up a meeting with editorial boards. It can be a good opportunity to educate editorial staff about the issue(s) you work on and increase the possibility of additional coverage.

**TRY IT OUT: Editorial Board Meeting Planning Worksheet**

Before you set up a meeting with an editorial board, it is a good idea to plan what you want to say about why the board should meet with your group. Editorial boards typically get many more requests for meetings than they can fulfill, so you should be proposed to make the strongest case possible for your issue. Use the following questions to focus your thoughts and draft a letter describing your group’s objectives.

Newspaper we want to meet with:
Contact person for editorial board meetings:
Phone number/address

Dear [Name]:

We would like to meet with your editorial board to discuss an issue of great importance for your readers. We are a coalition of ________ working to ________. Our coalition includes

[list type of participants or number of community members represented].

____________________________________________________________

The specific issue we would like to discuss with you is ________________________________

This is an important issue in general because _________________________________

It is particularly urgent/timely for your paper to take a stand on this issue on at this time because _________________________________

We would be happy to provide you with additional material on this issue. We look forward to hearing from you soon about when we can meet.

Sincerely,

[Your name, address, and phone number]
Part 3  Holding Media Accountable

It is important that we all do whatever we can to hold the media accountable, considering they have a tremendous influence on how people perceive themselves and the world around them. There are several things that you can do, but the most important is to constantly communicate with the news media about individual stories and overall coverage. You can rely on GRIID to provide you will data and news analysis on a variety of issues, most of which is posted online at [www.griid.org](http://www.griid.org)

Please contact GRIID at 459-4788x122, jsmith@grcmc.org or visit SE, in Grand Rapids.

When contacting the news media it is always good to communicate with both reporters and editors. GRIID regularly corresponds with newsrooms and are willing to share their responses. If you have an exchange that you think would be valuable please send us the information.

Newspapers are not regulated, so they have no legal obligation to serve the Public Interest. However, as entities which do journalism, they have a responsibility to report on issues relevant to this community, from as many perspectives as possible, and to hold those in power - both political and economic power - accountable. For more on journalistic ethics go to [Project For Excellence in Journalism](http://www.poynter.org).

GRIID sends out regular **Media Alerts** when there is a specific story that is biased, when there are important events/campaigns that are not covered, or when we publish local news coverage studies. If we can get lots of people to contact the news media at the same time it increases the chance of a response. To get on the e-mail listserv send your e-mail to jsmith@grcmc.org. If you don’t have e-mail call us 459-4788x122 with a mailing address that we can send the Media Alert to. Here is a link to view previous Media Alerts that we have archived online.

**Broadcasters** are different in that they use the public airwaves. Radio and TV stations do have legal obligations as they are regulated by the [Federal Communications Commission (FCC)](http://www.fcc.gov) and are granted a license in order to serve the “public interest, convenience and necessity.” GRIID worked on a License Renewal Campaign for all local TV stations in 2005. Read the online data, resources, and [campaign summary](http://www.griid.org/campaigns). The next several pages are devoted to information on broadcaster FCC License obligations and ways to use that information as an organizing tool in the community.
Local Broadcaster FCC License Obligations

**First:** Find out the licensing renewal deadlines for radio and TV stations in your community. Grand Rapids radio stations don’t have to renew their FCC license until 2112 and the TV stations until 2113.

**Second:** Conduct a survey of the radio and TV stations that broadcast in your area. See a full account of radio and TV ownership in the Grand Rapids.

Once you have determined what broadcasters are in your area you need to do some monitoring work. Some issues to look at could be: What types of music is played locally, What news is broadcast - local and national, What syndicated shows are broadcast, How many and when are Public Service Announcements aired, is there Obscene or indecent content being broadcast, Non-compliance with FCC regulations on Children’s Educational programming (TV only), and the Class, Gender, Racial, and cultural diversity of people being represented on air and the diversity of the on air people, station employees of the local broadcasters.

**Music**

Music is such an important part of our lives. It is one of the highest forms of expression, both artistic and political. Having a diversity of music broadcast in any community is extremely important (see the Grand Rapids radio music rundown in Appendix II, page 18, but that diversity is threatened with the increasing consolidation of radio ownership. For details on the impact of radio ownership consolidation see the Future of Music Coalition’s study *Radio Deregulation: Has it served citizens and musicians?*

In addition to what types of music is played on local radio, find out if local musicians have access to the radio broadcasters in your community. If not, that can be a major organizing issue, both when filing complaints with the FCC, but also to pressure local broadcasters to provide airtime for local musicians. One consequence of radio ownership consolidation has been the lack of local musician access to local broadcasters, especially with radio conglomerates like Clear Channel. For details see the Cornell University study.
Another excellent resource is the documentary by the Media Education Foundation called *Money for Nothing: Behind the Business of Pop Music*, which could be used as an organizing tool around the issue of licensing renewal. It comes with an online study guide that is also very useful. GRIID has a copy in their lending library, which is located at 1130 Wealthy SE.

When organizing around music and local radio look for existing student groups, youth-led organizations, Indy music stores, and venues that showcase local musicians. You might even be able to hold meetings at any of these locations.

**Civic Engagement**

For the public to take an active role in our democracy, they must be informed. Local broadcasters have a responsibility to provide information that allows people to participate in public affairs - schools, the environment, public safety, local government, economic issues, and particularly local elections.

GRIID has been documenting local election coverage since 1998 and have concluded that most of the time people could not make an informed decision if they relied on local coverage. See our Election Coverage studies. We have developed our own recommendations for reporters and are part of a national effort through the Alliance for Better Campaigns. One thing you can track in your monitoring work is the amount of paid political ads that air on your local TV and Radio stations. You can get detailed information from each station’s public file on things like how many ad buys occurred, how much they cost, and how purchased them. In addition to how often political ads ran, look at costs and whether or not the costs increased as it got closer to the elections. See Alliance for Better Campaigns report. Civic engagement might be the best issue to organize around, so it is important that you get as many individuals and organizations to support this aspect of local broadcasters and the public interest.
Local vs Syndicated Programming

Talk radio has boomed in the past 10 - 15 years in the US, in past due to radio ownership consolidation. It is easier and often cheaper to broadcast a syndicated program on radio than to produce one locally. Again Clear Channel is a good example of syndicated programming vs. local programming. Clear Channel owns Premier Radio Networks Inc., which produces/syndicates programming. Some of Premier Radio Networks Inc. talent pool are Rush Limbaugh, Dr. Laura Schlessinger, Bob & Tom, Phil Hendrie, and Casey Kasem. Conduct a survey of the syndicated programming vs. local programming. Also look at the spectrum of opinion that is provided. Is there a balance or diversity of opinion provided on the local radio stations? See one page summary of talk radio in Grand Rapids on page 22.

Obscene and Indecent Broadcasts

First, it is important to look at how the Federal Communications Commission defines in-decency and obscenity. The FCC states “Obscene speech is not protected by the First Amendment and cannot be broadcast at any time. To be obscene, material must meet a three-prong test:

- An average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest;
- The material must depict or describe, in a patently offensive way, sexual conduct specifically defined by applicable law; and
- The material, taken as a whole, must lack serious literary, artistic, political, or scientific value.

The FCC has defined broadcast indecency as “language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community broadcast standards for the broadcast medium, sexual or excretory organs or activities.” Indecent programming contains patently offensive sexual or excretory references that do not rise to the level of obscenity. As such, the courts have held that indecent material is protected by the First Amendment and cannot be banned entirely. It may, however, be restricted in order to avoid broadcast during times of the day when there is a reasonable risk that children may be in the audience. Consistent with a federal statute and federal court decisions interpreting the indecency statute, the Commission adopted a rule pursuant to which broadcasts -- both on television and radio -- that fit within the indecency definition and that are aired between 6:00 a.m. and 10:00 p.m. are subject to indecency enforcement action.
The Grand Rapids Radio Landscape

Number of Commercial Stations in Grand Rapids Listening Area - 26 (15 FM, 11 AM)

<table>
<thead>
<tr>
<th>Company</th>
<th>Grand Rapids</th>
<th>Michigan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear Channel</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td>Citadel</td>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td>Regent</td>
<td>5</td>
<td>11</td>
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<tr>
<td>Birach</td>
<td>2</td>
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</tr>
<tr>
<td>Kuiper</td>
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<td>3</td>
</tr>
<tr>
<td>Stafford</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Goodrich</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>WYGR Broadcasting</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Number of Non-Commercial Stations in Grand Rapids Listening Area - 7 (6 FM, 1 AM)

Examples of Talk Show/Local News in the Grand Rapids Area

WOOD AM -
* Grand Rapids Morning News with Gary Allen & John Matlak
* The Rick & Scott Show
Paul Harvey News & Commentary
The Rush Limbaugh Show
The Sean Hannity Show-Live
* Grand Rapids Evening News
The Michael Savage Show
The Laura Ingraham Show
Fox News LIVE with Alan Colmes
Coast to Coast AM with George Noory
Focus on the Family Magazine
* Lawyer's Brunch with Attorney Curt Benson
Matt Drudge-LIVE!
The Dave Ramsey Show

WGVU FM & AM
Morning Edition: West Michigan with David Moore
* WGVU Morning Show
The Diane Rehm Show
* WGVU Mid-Day West Michigan
Fresh Air with Terry Gross
Talk of the Nation
* All Things Considered-West Michigan with Scott Vander Werf
Marketplace

WYCE FM -
* Catalyst Radio

WJNZ AM
* Robert S - the Pulse of the City

WMFN AM
* The Tyrone Bynum Show
We found a fair amount of material on 4 local radio stations during the 6 am to 10 pm time restrictions that contained “patently offensive sexual references.” We also looked at the websites of these 4 stations and found a great deal of photos and web links that promoted pornography. Now, there are no restrictions to what they put on their websites, but this is useful information that can be part of a formal complaint. Of the stations that we documented that promoted hyper-sexual behavior and objectification of women, all 4 four were stations that targeted teen through college ages listeners. Again, these are not outright FCC violations, but it does provide talking points, particularly as it relates to what the FCC calls “contemporary community standards.”

You can file a formal complaint on indecency and obscenity with the FCC.

Third - Use radio & TV license renewal as an organizing tool in your community. You know your community best. What are the issues that people are organizing around? Stress the fact that the airwaves still belong to the public and that they have a tremendous amount of power, since they can reach thousands of listeners and viewers daily. Local broadcasters are forming public perception on very key issues.

We have already talked about civic engagement/elections, music, spectrum of opinion and obscene/indecent programming. You could also organize around issues such as economics, race, gender, war, and children’s educational TV.

Children’s Educational TV - All TV stations in your area are required by the FCC to air a minimum of 3 hours per week of children’s educational TV. You can find out what programs the station has submitted to the FCC as children’s education by looking in their public file or go to the FCC site at http://gulfoss2.fcc.gov/prod/kidvid/prod/q3usmap.htm. We conducted a survey/study of such programming for the Grand Rapids market in Fall of 2003, with content analysis (See http://www.griid.org/pdfs/one_week_study.pdf), and again in early 2005 (See http://www.griid.org/fcc-educational_requirements.shtml). In addition to looking at what programs were on we used the FCC guidelines for what determines children’s educational TV. (See http://www.fcc.gov/mb/policy/kidstv.html). Lastly, do a survey of what commercials run during children’s educational programming. This information may be useful in your organizing work, since most of the commercials will feature fast food/unhealthy food ads. Take advantage of the topic of childhood obesity that is now a major problem in this country and the role that advertisers play in that. A good resource on this topic is from the Campaign for a Commercial-Free Childhood on Marketing to Children http://www.commercialfreechildhood.org/factsheets/entirebooklet.pdf.
**Race Representation** - With race representation we have documented that those interviewed in local news stories have been relative to the census numbers for the area, or in some cases less than with minority groups - African American, Hispanic, Asian American, Arab American and Native American. Beyond general representation, we have also documented two specific trends. First, minority voices are often race specific. Race specific means that minority voices are limited to issues like race/racism and cultural issues. For example, Native American voices are represented when the news story focuses on a Pow Wow or casinos. However, when the stories are about government, economics, education, the environment or health care the voices are almost exclusively White. For example, in a recent 30-day study of the local TV news (March 29 - May 2, 2005) we found almost no minority business voices. Channel 8 - 36 White business voices, 3 minority; Channel 13 - 47 White business voices, 0 minority; and Channel 17 - 40 White business voices, 1 minority.

Secondly, we have documented that even though minority voices are small in number, there is a high representation of some minority groups when it comes to crime suspects. When the local news stations show images of crime suspects there is a disproportionately high number of Black and Hispanic Representation. Statistically we found in the latest study that while African American only make up roughly 7% of the total voices in news stories, they represent between 20 - 27% of crime suspects. The same is true for Latino/as, which average 1 or less than 1% of all news voices, but range between 9 - 13% of crime suspects. This has the potential of promoting the perception that Blacks and Hispanics are more likely to commit crime. This data has been consistent with the data we have since 1999. See all reports entitled [Racial Profiling](#).

**Gender Representation**

Many of the same conclusions that we found with Race Representation can be draw with Gender Representation. Women's voices tend to be limited to certain areas such as parent, consumer, resident or student, areas that could be considered gender specific roles or more traditional female roles. When it comes to larger issues or policy matters such as business, government, NGO or administrative positions women's voices are fewer in number. This decrease of female voices in higher profile areas is even more severe for minority women. (See recent Data, plus [our 2001 study](#))

Other areas of concern are with how local TV news reports on Sexual Assault and Prostitution. What is noticeable is the language that is used, which tends to focus on women and victims as opposed to men and perpetrators. With sexual assault the focus is on
victims with stories often suggesting that women just need to keep doors locked. This puts the focus on victim's behavior and not the perpetrator. It also perpetuates the myth that women are most at risk from strangers, not men that they know. With Prostitution coverage the focus is on women in prostitution, not the men. Here it is evident in the language that is used. Women in Prostitution have almost exclusively negative labels attached to them, where as men have more neutral labels, which isn't very often since the men - boy friends, pimps or "customer" - are rarely part of the coverage.

Class Representation
When we look at class representation, upper class voices tend to dominate matters that impact the community. Lower class voices are usually heard as consumers, residents, witnesses to crime, or at entertainment-based events. When it comes to a comparison of business voices to worker voices, the gap is also pretty substantial. Worker voices are generally heard once a lay-off has occurred, but not when economic policy is being discussed. In a 6 months study we conducted between September 1999 and February 2000, there was almost a 5:1 ratio of business per worker voices. When looking at how often labor union voices were heard, it was almost non-existent.

With economic policy, community funding issues and trade negotiations, the perspectives are almost exclusively left to the business sector and a few economic "experts."
West Michigan has been hit hard from economic policies and jobs loss, yet not much coverage takes place on crucial economic issues until there is a crisis like factory closings. For example, despite 10 years of NAFTA and the job impact this has had in the area, there has been almost no coverage of CAFTA, the Central America Free Trade Agreement, in the months leading up to a Congressional Vote. When they have reported on it the coverage is simplistic with no local connection.

War Coverage - For many people information relating to whether or not the US government should go to war comes to them via the commercial media. We have determined that if people are relying on the local news for war coverage and foreign policy in general that they would have a limited perspective. We have documented that international coverage on local TV News tends to give viewers disaster and violence based news. We also have looked at the US wars in Afghanistan and Iraq. In both cases local news relied almost exclusively on government and military sources, what are also known as official sources.
With local radio reporting and editorializing it is important to look at what syndicated talk radio people are being broadcast in your community. Much of it tends to be in favor of the recent US wars and the administrations War on Terrorism. Many radio stations have even sponsored pro-war/pro-troop rallies, while ignoring anti-war voices. See page 64 in the **AFL-CIO study on Clear Channel**. Also, look at a flyer created by Media Mouse on local radio and their pro-war bias on the next page.

**Broadcaster Public Files**

All broadcasters are required to have a public file at their station for public use. People can view all radio & TV station public files during normal business hours. According to the [FCC](http://www.fcc.gov) “a station may not require that a member of the public make an appointment in advance or return at another time to inspect the public file, or that members of the public examine the public file only at times most convenient to the licensee or its staff. We also remind all licensees, permittees and applicants that while they may require personal identification (names and addresses) of members of the public visiting the station, public file records are to be provided to them on request and without requiring that they identify their organization.” If the station denies you the right to view the file that is grounds to have their FCC license revoked. On page 28 there is a checklist of all the items that must be in the station public file. Viewing the public file is a good way to send a message to radio & TV stations that you are watching them and that they must serve the public interest.

**Cable Companies**

The only cable company in the Greater Grand Rapids area is Comcast. Cable companies also are regulated by the [FCC](http://www.fcc.gov). They have certainly obligations to the public that are different than broadcast TV. For more information go to the Cable TV section of [Free Press](http://www.freepress.org) or see the document on page 29.

**Movie Theatres**

Communities can have some input on what is show at movie theatres in terms of violence content, race/gender/class representation, hyper-commercialism or films that target youth with tobacco and alcohol messages. A local group of students called **You Decide** has pressured local theatres to not run films that target underage audiences with tobacco use, much the same way that the national group **Smoke Free Movies**. You can pressure the movie theatre on any of these issues as well as the need for more screenings of independent & locally produced films. See page 30 for contact information.
Reclaim the Media!
The airwaves belong to the public, not corporate interests!

Local radio personality Rich Michaels - WODJ - has been speaking at and promoting pro-war rallies in the GR area. He has a link on the WODJ website called "Operation SOS - Support Our Troops." If you click on Rich Michaels name you can read contemptuous statements against Anti-war folks, a game where you can bomb Iraq, a France Sucks!!! section and letters posed with the following entitled "America, Love it or Leave it" "This idea of America, being a multicultural community, has served only to dilute our sovereignty and our national identity.... We speak ENGLISH, not Spanish, Arabic, Chinese, Japanese, Russian, or any other language. Therefore, if you wish to become part of our society, learn the language! ENGLISH.....This is OUR COUNTRY, our land, and our lifestyle. Our First Amendment gives every citizen the right to express his opinion and we will allow you every opportunity to do so. But, once you are done complaining, whimning, and griping about our flag, our pledge, our national motto, or our way of life, I highly encourage you to take advantage of one other great American freedom, THE RIGHT TO LEAVE."

Rich Michaels is on Weekdays from 5:30 - 10am. You can e-mail Michaels at show@richmichaels.com, to tell him what you think.

WOOD Radio – (owned by Clear Channel) has an opinion section that is pretty one sided at http://www.woodradio.com/news/extras/opinions.html. You can’t post to it – so much for free speech. If you want to call the studio for music requests it is 774-2424. We are encouraging folks to request music from artists that have been ridiculed by the right for taking an anti-war position.

Nationally Clear Channel, which owns roughly 1,200 radio stations, has been funding/promoting pro-war rallies - http://www.commendreams.org/headlines03/0319-01.htm. You can also get good information about this radio conglomerate at http://www.clearchannelsucks.org.

For more information on local anti-war activity go to www.mediamouse.org or e-mail peoplesalliance@grcmc.org.
Broadcasters Public File Checklist

Before going to local broadcasters to look at their public file, contact them to set up an appointment. Take the following checklist, money for copies and/or something to photograph pages you may want to duplicate. Also, send us any feedback of your experiences so we can document best practices and difficulties you may have encountered. Send to jsmith@grcmc.org or GRIID 711 Bridge St. NW, Grand Rapids, MI 49504.

☐ Station’s FCC license
☐ Most recent license renewal application
☐ Pending applications filed with the FCC, such as to sell the station or modify its facilities
☐ Agreements with viewers or listeners dealing with programming, employment or other local issues
☐ Material relating to any FCC investigation or complaint
☐ Ownership reports
☐ List of contracts required to be filed with the FCC, such as contracts relating to network affiliation, or ownership or control of the station
☐ Political file
☐ Equal Employment Opportunity information
☐ Quarterly issues and program lists
☐ The FCC’s publication “The Public and Broadcasting”
☐ Letters and e-mail from the public
☐ Certificate of compliance with the renewal requirement to broadcast pre- and post-filing announcements
Cable Television in Grand Rapids

Number of cable TV providers in Grand Rapids - 1

That Company is -

955 Century Ave Sw
Grand Rapids, MI 49503
Phone: 800-577-2345

Who is Comcast?

- Comcast is the largest cable provider in the United States with 22 million cable customers, 7.7 million internet customers and 1.2 million cable phone customers. Comcast owns 604 distinct cable systems active in 3764 communities in 36 states.

- Comcast’s revenues in 2004 were over 20 billion dollars, the highest in the industry.

- Comcast also owns or partially owns cable stations such as the golf channel, QVC, the Outdoor Life Network and E!. Comcast also owns the Philadelphia Flyers and 76’ers Sports teams as well as the regional cable network Sportsnet.

- Cable companies such as Comcast sign franchise agreements with municipal governments which give them monopoly control over a single city’s potential cable subscribers. According to Comcast’s recent financial statements, they value these franchise rights at 51,071 million dollars, almost half of the company’s total net worth.

- Comcast is required to pay fees to the cities with which they sign franchise agreements. These franchise fees are used, among other things, to fund PEG channels (public, educational, and government access). These fees amount to five cents per month per cable subscriber. Comcast has repeatedly sought ways to avoid paying these franchise fees while insisting on their monopoly rights in municipalities.

- In 2004, Comcast spend over 3 million dollars on political contributions. Lobbying efforts by cable companies led to the deregulation of the cable industry in the late nineties. This deregulation, combined with the cable companies monopoly power led to an increase in cable rates over five times the rate of inflation since the late nineties.

- Comcast has used its size and power to trample workers rights, dismantling existing unions and quashing workers efforts to unionize. They have stalled union contract negotiations, fired union supporters, and even disguised lawyers as technicians to spread anti-union sentiment to workers.

- Comcast has a terrible record of customer service. Due to it’s monopoly power, Comcast is able to ignore customer complaints. According to the 2004 ACSI, Comcast has the worst consumer satisfaction rating of any company or government agency in the United States.
Outdoor Advertising in Grand Rapids

Viacom Outdoor Advertising 1355 Century Avenue SW Grand Rapids, MI 49503 616-452-3171
- A division of Viacom - One of the largest media corporations worldwide, owning 185 radio stations, 40 television stations, CBS, UPN, MTV, BET, Simon and Schuster Publishing, Blockbuster Video, Paramount Pictures and five amusement parks.

Lamar Advertising Co. P. O. Box 66338 Baton Rouge, LA 70896 (225) 926-1000
- Operates over 150 outdoor advertising companies in over 40 states owning approximately 150,000 billboards.

Adams Outdoor Advertising 3801 Capital City Blvd. Lansing MI 48906 (517) 321-2122
- Operates in seven states

Market Value Outdoor Advertising 2755 Birchcrest Dr SE Grand Rapids, MI 49506 (616) 647-4467
- Independent

Ross & Associates 1685 Viewpond Dr. SE, Grand Rapids MI 49508 (616)455-2424
- Independent

Movie Theaters in Grand Rapids

Star Theatre 3000 NW Alpine Ave Grand Rapids, MI 49544 (616) 785-8400
- Loew’s Cineplex Enterprises - the third largest Theater chain in the United States, Loew’s is in the process of merging with AMC, the second largest Theater chain. Once this merger is complete, the new company, which will retain the AMC name, will have 5,900 movie screens in 450 theaters.

Celebration Cinema North
Celebration Cinema South
IMAX - Celebration Studio 28
- Jack Loeks Theatres - A regional chain owning ten theaters throughout West Michigan.

Cinemark 14
Cinemark Grandville
- Cinemark USA, Inc. - An international company with over 296 theatres, with 3,216 screens in both North and South America.

Ada-Lowell 5 4417 Broadmoor SE Grand Rapids, MI 49512 800-473-3523
- Goodrich Quality Theatres - A regional company based in Grand Rapids with thirty-five theater complexes throughout Michigan, Indiana, Illinois and Missouri.

Rockford's Northstar Cinema 11699 Northland Dr NE, Rockford, MI 49341-7822 616-863-0358
- Independently Owned

UICA41 Sheldon Boulevard SE Grand Rapids Michigan 49503-4227 616 454-7000
- Independent, Non-profit

Wealthy Theatre 1130 Wealthy SE Grand Rapids, MI 49506 (616) 459-4788 x128
- Independent, Non-profit
Part 4  Your Media Strategy II - Making your own media

Taking advantage of existing media that is FREE

There are several ways to get your message out into the public by using existing forums within the commercial media establishment. Again, it is important to survey what is in your community and when it’s best to take advantage of these forums for communication.

First, the Grand Rapids Press has several mechanisms to submit letters or essays. The Letters to the Editor, or Public Pulse section of the GR Press is one of the most read sections of the newspaper. You can submit a letter that is no longer than 300 words. The GR Press reserves the right to edit your letter and you can have a letter published once every 60 days. The GR Press also allows you to send in a short article as a response to any Press editorial column, called a Dissent Column. Also, every Sunday the GR Press runs what is called the guest essay column. These are longer articles which can be submitted about any topic, although the Press consider issues that are timely.

There are other newspapers in the area that also offer letters to the editor opportunities. See the Local Media Directory for local print publications.

Second, there are several local radio stations that have a talk format where the public can call in with comments and questions. This is a great opportunity to promote your organization’s work, challenge the position of the radio talk show host or guest, and create more dialogue around issues of importance in the community. Sometimes radio stations will post online or announce on air who their guests will be or what topics they will discuss. In this case, your organization could have people assigned to call in on specific days in order to get your message out.
Local Radio Talk Show Call-in Opportunities

WGVU radio/Morning Show, Weekdays 9 - 11am on 1480AM & 88.5FM  331-6666
WOOD Radio/Rick & Scott show, Weekdays 9 - 11:45am on 1300AM  774-2424
WMFN Tyrone Bynum, Weekdays 3 - 6pm on 640AM  464-0640
WJNZ Robert S, Weekdays 2 - 6pm on 1140AM  243-WJNZ

There are also several nationally syndicated shows that air locally, which you can call into, but they are not likely to deal with issues specific to West Michigan.

Third, you can take advantage of existing independent websites to either post information or possibly get news coverage. The Progressive Directory of West Michigan allows you to post calendar information, flyers and campaign resources. Another option is Media Mouse, a local activist and Indy News site.

Fourth, there are multiple opportunities to make media through the resources at the Community Media Center (CMC). The CMC provides tools, training and transmission opportunities for non-commercial media through community radio, public access TV, video, and the Internet. You don't even need to be a member of the Community Media Center to put a video on GRTV channel 25 or LiveWire channel 24, if the video is non-commercial and you fill out a release forum for cablecasting. Just contact Kellie Ashcroft 459-4788x105 or kellie@grcmc.org at GVTV to put your video on now. To take any classes that the CMC offers you must first take an orientation, which is free, and then become a member. You can call 459-4788x100 to sign up for the next orientation or you can go online to see the current class schedule. For all other media opportunities with the CMC see page 33.

Fifth, you can explore media opportunities that cost money. Some ideas are billboards (see page 30), bus advertising (the company that does all the bus ads for The Rapid, Crosstown Communications, can be reached at 1-800-711-5660), Public Service Announcements before movies (see page 33), and creating your own website. For creating promotional material for billboards or video for TV and movie theatre, the CMC can help you look for grant money and partner with you to produce materials. For website hosting, creation and maintenance contact GrandNet at 459-4788x108 or rodney@grcmc.org.
Grassroots Media Opportunities with the Community Media Center

**Wealthy Theatre opportunities**
1. Rental space for meetings, forums, fundraisers – Call 459-4788x121 or wayne@grcmc.org, girbe@grcmc.org, or jsmith@grcmc.org
2. Partnering with Wealthy Theatre to show a documentary or film that deals with the issues your organization works on – contact 459-4788x122
3. Providing table space for your organization in the lobby before and after films
4. Providing theatre screen promotions for your organization before films
5. Volunteer opportunities at the Wealthy Theatre – movie passes and CMC memberships in exchange for volunteers hours. To get on the weekly Wealthy Theatre e-mail list sign up at www.wealthytheatre.org/signup.php

**Video Production**
High quality video production, promotional & educational videos or taping of events - Contact Community Media Services 459-4788x121, wayne@grcmc.org or girbe@grcmc.org

**Media Trainings**
How to develop relationships with reporters, create media packets, interview techniques, local news monitoring, and developing your own media strategy. Contact GRIID 459-4788x122 or jsmith@grcmc.org

**Interview Opportunities**
GRTV’s **Non-Profit Showcase**, 15 minute interviews – contact Sr. Barbara, 459-4788x117 or barbara@grcmc.org
Catalyst Radio on 88.1FM WYCE, 15 minute interviews – contact Jeff Smith, 459-4788x122 or jsmith@grcmc.org

**Public Service Announcements**
GRTV – Joel Swierenga 459-4788x116 or jswierenga@grcmc.org
WYCE 88.1FM - 616.742.0599 Fax

**Web hosting, creation and maintenance**
GrandNet – Rodney Minch 459-4788x108 or rodney@grcmc.org

**Youth Media Education Programs**
MoLLIE – In school video production – Gretchen 459-4788x126 or gretchen@grcmc.org
Future Kulture – Youth TV show - Gretchen Vinnedge 459-4788x126 or gretchen@grcmc.org
Channel Zero – Youth Radio Project – Steve Warner 459-4788x125 or steve@grcmc.org
Part 5 - Online Media Resources

Free Press - national clearinghouse on media reform  
http://www.freepress.net/

Center for Public Integrity - Monitors TeleCom policies, lobbying and tracks media ownership  http://www.publicintegrity.org/telecom/

Media Channel - Media monitoring and national media & democracy advocate  http://www.medialchannel.org/

Benton Foundation - Media policy & research  http://www.benton.org/

Media Access - Non-profit telecommunications law firm  http://www.mediaaccess.org/

Media Alliance  http://www.media-alliance.org/

Fairness and Accuracy in Media  http://www.fair.org/index.php

Prometheus Radio - radio that serves the public interest, LPFM radio  http://www.prometheusradio.org/

Project Censored - monitors news and looks at top censored stories of the year  http://www.projectcensored.org/

PR Watch - monitors the Public Relations Industry  http://www.prwatch.org/

We Interrupt This Message - media activism  http://www.interrupt.org/

Action Coalition for Media Education - Media Literacy resources  http://www.acmecoalition.org/

Media Tank - promotes public interest in media  http://www.mediatank.org/

Third World Majority - Media Justice  http://www.thirdworldmajority.org/

Video Machete - Media Justice/media activism  http://www.videomachete.org/

Reclaim the Media - media & democracy, activism, media literacy  http://www.reclaimthemedia.org/