

When Everything Changed?

“THE WILDERNESS MENTORING CONFERENCE”

May 22-24, 1998...Rex Ranch, Arizona

<http://www.jmccomb.com/mentor/>

EDITOR'S NOTE: This is an excerpt from a 1998 “wilderness mentoring conference” that occurred 15 years ago, on May 22-24, 1998 at Rex Ranch, Arizona. This portion of their report features “The Role of Media in Wilderness Campaigns,” but the entire document is fascinating to read.

To visit the web site:

<http://www.jmccomb.com/mentor>

The Role of Media in Wilderness Campaigns

“Car companies and makers of sports drinks use wilderness to sell their products. We have to market wilderness as a product people want to have.”

---Michael Carroll

Media play an important and necessary role in a wilderness campaign. Indiscriminate use of media can harm your campaign; careful and strategic use can aid it. The latter cannot be accomplished without careful analysis.

This chapter offers suggestions, cautions, and statistics to help you decide on the best ways to use media to bolster your campaigns:

- Defining media
- Using the media strategically
- Getting into the media
- Marketing wilderness

Defining Media

Media are agencies of mass communication such as newspapers, magazines, radio, television, and the Internet. These agencies offer many tools for wilderness advocates such as press releases, editorials, advertisements, and articles. There are two types of media.

Earned media. An example of this is an editorial or an article written by a reporter.

Paid media. An example of this is a radio spot or a magazine advertisement that you purchase.

How North Americans use media (from Enough is Enough)

- Identify television as their main source of news 65%
- Think television is the most believable news source 49%

- Own televisions 98%
- Read newspapers 63%
- Listen to radio at work 53%
- Listen to radio in the morning 66%
- Listen to radio in their car 77%

In addition to the above statistics, note that there is a combined readership of 62.6 million people for 16,000 daily newspapers.

Using the Media Strategically

Using the media can be an expensive and very public venture. As a result, you have to approach the media in a strategic and careful manner. If you don't, publicity of any sort can harm, rather than help, your campaign. Remember, you don't have to talk to media if you are not ready, or if it's not in your best interest to do so. Here are some tips for using media to help your campaign:

Research the media. Figure out who might be on your side and which reporters are sympathetic to causes like your own. At the same time, know your opponents. Stay on top of television, radio, magazine, and newspaper coverage.

“Car companies and makers of sports drinks use wilderness to sell their products. We have to market wilderness as a product people want to have.”

---Michael Carroll

Weigh its cost and value against your other issues. Before you make a decision to use media, ask yourself these questions: Is media coverage the best use of your money? Will this bite out of your budget weaken your efforts elsewhere in the campaign? For example, will there be less money for training your team?

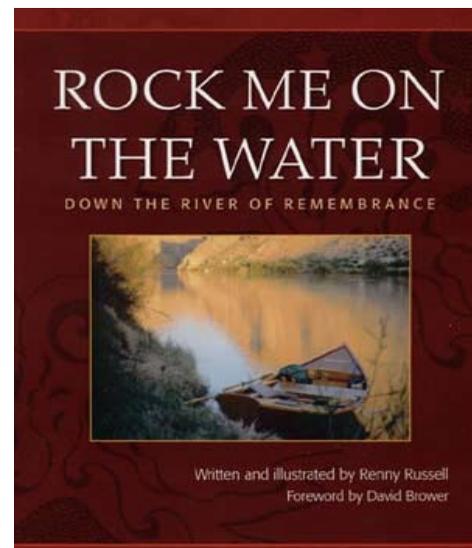
Be realistic about the time it's going to take. Representing yourself well in the

“Renny Russell’s *Rock Me on the Water* is at its heart courageous. To return to the same power of nature that took his brother thirty years previous—to be with it, to confront it, to take solace in it, and to be inspired and healed by it—is remarkable in itself. His book is, as well, a testament to the evocative rhythms of the wilds. In this complicated dance, this profoundly personal journey, Renny Russell also gives us an amazingly spirited tour of one of the truly great landscapes of the American West and a keen understanding of its power to shape a life.”

Robert Redford

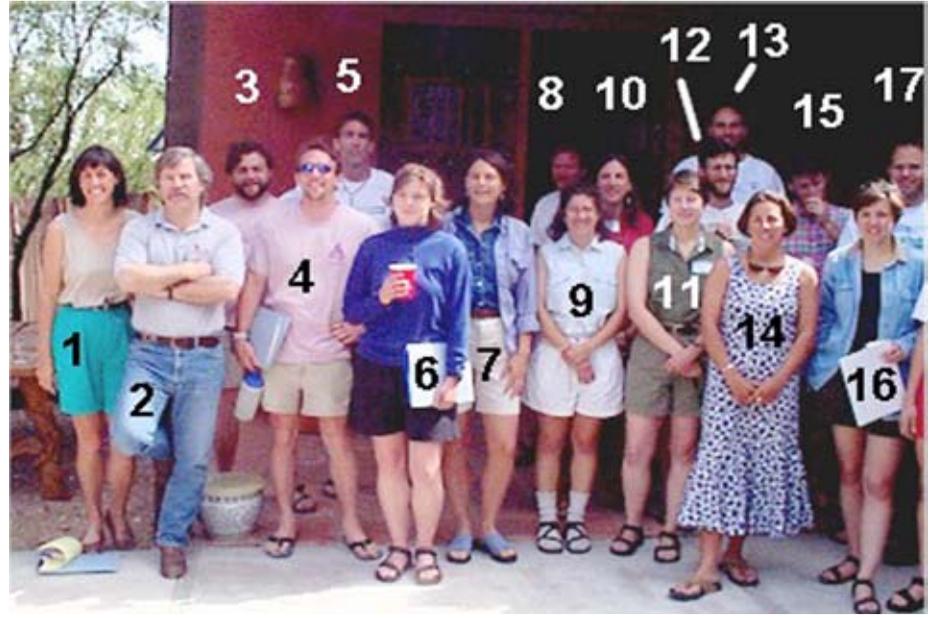
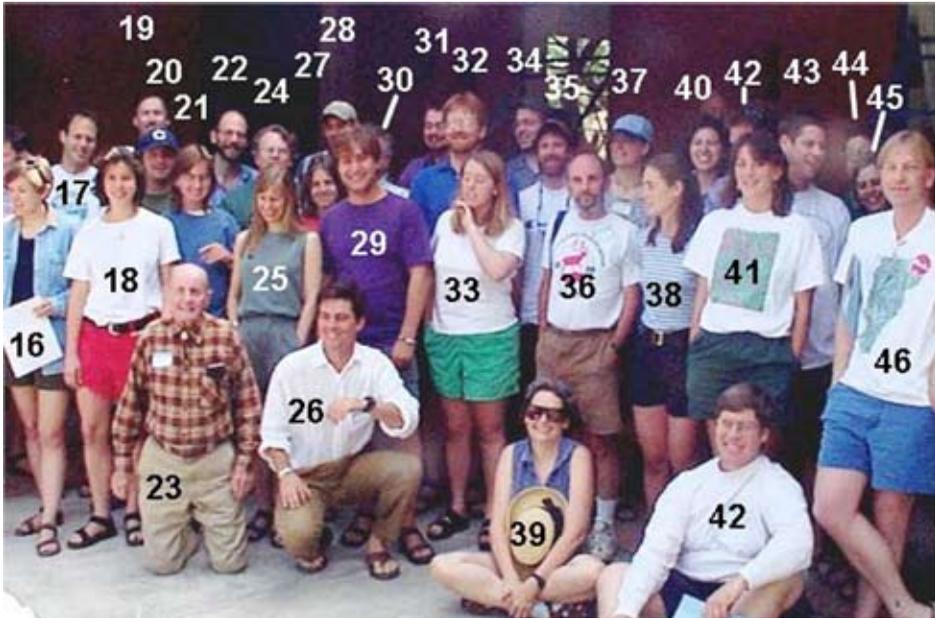
order signed copies at:
<http://www.rennyrussell.com/>

From Renny Russell, the author of...



media takes a great deal of practice. If you are careless about it, your message can be garbled, misunderstood, or misrepresented. This can cause irreparable harm to your campaign. Take the time to be able to present your cause in a positive way. Practice your presentation. Ask people to evaluate it.

Note that just getting media is not enough. Let people know when your piece will be on the air. Advertise your advertising by word of mouth, phone, mail, e-mail, and posted signs and notices. Cut copies of favorable editorials and articles and keep them in a scrapbook for people who might have missed them. Tape television and radio spots for future use and evaluation.



1-Maggie Fox, 2-Bart Koehler, 3-Marc Wheeler, 4-Todd Tucci, 5-John Leary, 6-Jill Duryee, 7-Amy Schlachtenhaufen, 8-?, 9-Bethanie Walder, 10-Cindy Shogan, 11-Wendy Whitehorn, 12-Andy Holdsworth, 13-Tom Uniack, 14-Vic Simarano, 15-Mike Leahy, 16-Amelia Jenkins, 17-Adam Kolton, 18-Courtney Cuff, 19-Jay Nelson, 20-Trevor Fitzgibbon, 21-Anne Martin, 22-Russ Shay, 23-Ernie Dickerman, 24-Brooks Yeager, 25-Marilyn Twitchell, 26-Tom Price, 27-Kristin DeBoer, 28-Dan Smuts, 29-Scott Anaya, 30-Doug Scott, 31-Michael Carroll, 32-Steve Kallick, 33-Sara Callahan, 34-David Ellenberger, 35-Tim Bristol, 36-Lenny Kohm, 37-Jessica Hamilton, 38-Baret Pinyoun, 39-Debbie Sease, 40-Jennifer Lyons, 41-Diana Rhoades, 42-Pat Higgins, 43-John Adams, 44-Katie Deuel, 45-Mary Frances Repko, 46-Jeremy Sheaffer, 47-Jeff Geller, 48-Melissa Watkins, 49-Brian O'Donnell, 50-, 51-Kelly Burke, 52-Pete Kolbensschlag, 53-Tim Mahoney, 54-Kim Crumbo (behind post), 55-Mike Matz

Not pictured: Michael Kellett, Jack Humphrey, John McComb, Brant Calkin, Caroline Byrd, Kathleen Fitzgerald

Realize that not all news is good news. All publicity is not necessarily good. A story that is based on some and not all of the facts, for example, can cause you to lose rather than gain supporters. Your public image is very important to your campaign. If you are not prepared when a reporter interviews you, your portrayal in the media can make people assume that you are careless and not to be taken seriously.

Give your stories a positive spin. No one wants to read a defensive diatribe. Instead, focus on the positive aspects of your campaign. Let readers, listeners, or viewers know what's in it for them if they join forces with you.

Target specific audiences. If the support of certain groups will help your cause, target them. For example, if you want chain stores to start recycling their paper, see if you can get an article in Chain Store Age.

Getting into the Media

One big part of being media savvy is knowing not only where to place your message, but how to get it placed.

Collect and share your clips. Build a portfolio that contains your media clips. Make it available to your staff, communities, coalitions, congressional staff, and reporters.

next page...



CARNIVORES! HERBIVORES! OMNIVORES!!

We offer ethnic and traditional cuisine and emphasize the use of high-quality, organic ingredients and fresh seasonal produce.

ALL MENU ITEMS TO GO
352 N MAIN ST 259.6896

and we're on facebook!!!

