

WILDERNESS MENTORING...continued

Use coverage in one place to get into another. If you manage for example, to get a story on the Op-Ed page of The New York Times, other newspapers may pick it up and run it verbatim.

Create relationships with reporters. Don't wait for reporters to come to you. Contact reporters and market yourself and your cause to them. Ask them to write editorials and/or articles about your cause. Use smart lobbying skills when you speak to them. Be polite. Return their calls promptly. If you can, give

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them tips about good stories elsewhere. They'll appreciate it, remember you, and come back to you.



May 1998 at Rex Ranch.

Widen your availability. Don't just aim for newspaper coverage. Talk to local radio show hosts and see if they can interview you. Ask local groups to run a story in their newsletters. Look for local weeklies that can support your cause with an ad or a story. Brainstorm good coverage ideas.

Videotape your congressional co-sponsor. Have your House or Senate co-sponsor speak about your issue on the floor before 3:00 p.m. Video feed the spot to newsmen so it is available for that evening's local news. The representative will provide the video feed and may pay for it. Before you do this, research where the issue is relevant, talk to stations about coverage availability, get other footage related to your issue, and have a local wilderness spokesperson available for an interview.



KEENAN & DANIEL
Salt Lake City UT

'STUDLEY'
STEVE SMITH
Louisville, KY



GREG CAUDILL
Louisville, KY

BECKY MORTON
Oakland CA

Use "Presponse." Call the media before you stage an event.

Hold a press conference. Anyone or any group can call a press conference. The trick is to have a hook that will attract the media. To do this, you need to



Conference Break at Rex Ranch

When you are learning to cook up a campaign, media are an essential utensil. In addition to using media strategically, you need to know how to market your cause effectively once there. Think of wilderness as a product that needs to be marketed. Many companies use wilderness to sell their products, but no one is marketing wilderness as a product.

know your local media. If you can tie your press conference to an event (e.g., an oil spill happens in your bay), you have a good chance of getting coverage.

Marketing Wilderness

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Get people's attention. Use an unexpected messenger to get your message across. Do something unexpected and unique. Gimmicks can be very effective for capturing people's attention, as long as you don't let your gimmick overshadow your message. For example, whether you like the idea or not, the Forest Service has effectively used Smokey the Bear as a spokesperson for preventing forest fires.

Market to unlikely supporters. Look at more than your target audience. Don't just advertise your cause to people who are likely to agree with you. Instead, target a wide range of people and speak to the concerns of all audiences, particularly those that might be a hard sell.

Use a catchy slogan. Use alliteration or a clever rhyme to make a slogan stick in people's head. For example, many years ago, the line, "Don't be a litterbug," made people more aware of their littering habits.

Get help from associations. Ask sympathetic local and national associations to support your cause. They might have a marketing budget that could be used to advertise your ideas, a mailing list you could borrow, or a newsletter that could include a story about your campaign.

Appeal to people's interests. Use marketing to let people know how a certain initiative will help them in particular. For example, get families' attention by

talking about their children's future.

Aerts to endorse your "product." Ask a scientist, a geologist, or any pertinent expert to help market your campaign. Maybe they will let you quote them or refer to them in an article or ad.

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Develop a spokesperson. Get people used to a recognizable, quotable, and believable spokesperson. If Joe Movie Star thinks saving the wilderness is a good idea and is vocal about it, his support might be enough to convince some people to back you. Who is a local hero in your city or town? Might he or she be willing to support your cause?

Use other products to sell wilderness. Note the byproducts of protected wilderness, such as clean air, clean water, and pristine places to visit and enjoy.

Contrast real wilderness with fake wilderness. Show how much better the real thing is than Disney or cyberspace, for example.

Take back your leaders' quotes. Many companies that don't seem to have the best interests of wilderness in mind, such as ATV manufacturers, often cleverly use quotes of well-known wilderness advocates to sell their products. Use

quotes (e.g., John Muir's) in a context that supports saving wilderness.

Make it funny. People like humor. Make good-natured jokes about anti-wilderness initiatives. People also like the possibility of good times. Show people having fun in the wilderness.

Conclusion

The media give you a powerful and necessary tool for wilderness advocacy.

Learn to be savvy, inventive, and creative with media. Be prepared to present yourself and your cause in a positive manner. Develop relationships with reporters and use your best lobbying skills to get them on your side. Track, save, and create a portfolio of your media pieces. Always be on the lookout for clever ways to market wilderness.



**Gimmicks can be very effective
for capturing people's attention...**

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