



*The State of the Media:* While there are many reasons to critique the mainstream media, Progressive Communicators Network participants have discussed the need to use this media as a way to reach beyond "the choir," recognizing it as the source where the majority of people in the U.S. get their information. We've talked about progressives needing to learn to tell stories better and to create greater understanding of what progressive organizations do. We also recognize that the media as a tool is in a state of decline due to internal struggles such as mergers and acquisitions, as well as a lack of purpose among journalists. The need for building a different type of media and using informal and alternative tools was highlighted. As part of this discussion, the group brainstormed a list of informal / creative / thinking-outside-the-box communication tools at its annual gathering in June, 2002 [http://www.spiritinaction.net/spirit\\_programs\\_folder/media\\_connections](http://www.spiritinaction.net/spirit_programs_folder/media_connections) as follows:

### **Informal and creative communication tools**

- Paint a bike (green), stick a sign on it, and chain it to a public thing (meter, bike rack)
- Organize call-ins to talk shows around your issue
- Billboards
- False newspaper fronts
- Guerrilla posters (a fake attack on your group)
- Fake web site set up just for the power holder who you want to change
- Graffiti art
- Song lyrics
- Flyers
- Community postering - telephone poles and laundry mats - use other languages and reach ethnic groups
- Little stickers in odd places (gas pumps, ATMs, and money)
- Targeted messages in newsletters
- Cut and past newspapers and send messages to the media
- Rallies and events
- Post-it notes for campaigns
- Community service programming on TV
- street theater,
- holding regular discussion sessions in popular restaurants to attract a particular community
- Car magnets w/ slogans
- Church bulletins/congregational announcements
- 200-word letters to editor
- Stickers/rubber stamped-messages on dollar bills
- Street lamp pole banners
- "Neutral" briefing papers on issues for reporters