

MEDIA OUTREACH: Overview

- Preparation
- Types of Coverage
- Other Ways to Use the Media
- Building Relationships
- Media Relations Resources

PREPARATION:

- **Your Mission is Your Message**
- **Communications Audit**
- **Communications Team**
- **Planning for the Media Calendar**

FOUR TYPES OF COVERAGE:

- **Accidental (good)**
- **Responsive (better)**
- **Pro-Active (best)**
- **High-Stakes Advocacy and Witness (transforming!)**

1) “Accidental” Coverage – Right Place, Right Time

Protesters pledge to resist march toward war with Iraq

*By JACK SPILLANE, Standard-Times
staff writer*



*Glenn Stewart and others march down
Union Street last night on their way
from the Unitarian Church to the
Hastings Keith Federal Building as part
of the "Not In Our Name" peace rally.*

2) Responsive Engagement

The Republican.

Church position draws response

05/30/2003

By **BILL ZAJAC**

Staff writer

The bishop of the Roman Catholic Diocese of Springfield denies that a statement on marriage that he and other bishops issued contains an anti-gay bias, but some people - Catholics and non-Catholics - have expressed anger at the statement.....

The Rev. F. Jay Deacon of the Unitarian Society of Northampton called the statement "extremely anti-gay and hypocritical." "It comes out of a long history of denial regarding sexuality and homosexuality in the priesthood," said Deacon. The statement is politically powerful, Deacon said, and encourages discrimination against gay people. "I question the self-respect of gay people who are Catholic and who continue to put their life's energies into an institution that oppresses us," said Deacon, who is gay.

3) Pro-Active Outreach

The Power of Plurality

**Unitarian Universalists Celebrate the Diversity of Faiths
within their Congregations**

By KAREN MULLER
Daily Record staff
Monday, June 23, 2003



Seven-year-old Justin Renjilian climbs into the lap of his father, the Rev. Robert Renjilian, after Sunday's service and before a question-and-answer session at the church. Renjilian, a humanist, has served as parish minister for nearly two years.



Jo Roussey, right, speaks from an esotericist point of view during the forum, 'The Many Faces of Beliefs at UUCY' Sunday at the Unitarian Universalist Congregation of York. The church has no creed or doctrine and encourages members to create their own theology. The congregation was founded almost 50 years ago.

UUA GENERAL ASSEMBLY
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4) High-Stakes Advocacy and Public Witness

Boston Globe

SJC Peppers Lawyers on Same-Sex Marriage

by Kathleen Burge
March 5, 2003

The justices of the state's highest court yesterday plunged into the debate about whether women can legally marry women and men can marry men, vigorously questioning lawyers on both sides of a lawsuit seeking the right to same-sex marriage.

The lawyer for seven gay and lesbian couples who hope to make Massachusetts the first state to sanction same-sex marriage was just a minute into her argument when she was interrupted with questions from the justices.



left to right: Julie and Hillary Goodridge, lead complainants in the Freedom to Marry case before heard in the Massachusetts Supreme Judicial Court on March 4, listen with other complainants as arguments are delivered. (Globe pool photo)

OTHER WAYS TO USE THE MEDIA:

- **Letters to Editor or Regular Columns**
- **Calendar Listings, Saturday Church Ads**
- **Town Online or Local Electronic Forums**
- **Small Print Dailies and Weeklies**
- **Local Cable News Outlets**

BUILDING RELATIONSHIPS:

- **Local Beat Reporters**
- **Alternative, Small Print Publications**
- **University Newspapers**
- **Interfaith Publications**
- **Secular Advocacy Publications**
- **UUA District Newsletter**
- **Religion Writers for Large Publications**

RESOURCES:

- UUPR-L
- Religion Communicators Council
- UU-editors
- UUA Office of Information and Public Witness
- UUWOA