

# Other Forms of Media



## Buying Media Attention

No, it's not illegal, we promise. Chapters often only focus on free media, which can be difficult to get and is never guaranteed. Chapters can look into ad rates in local newspapers and public radio stations.

Community papers often have cheap rates for advertising, and school publications almost always have free or discounted advertising rates for student organizations. If you can afford the rates, taking out an ad in a newspaper or radio station can be a great way to advertise an event or draw attention to your member of Congress's Darfur legislative record.

## Blogs

Blogs can be a great way to advertise or report on an event. Students have the advantage here, as we tend to be more technologically savvy than adults. Most areas have local blogs that report on what's going on in the area. For example, chapters in the Washington D.C. area might send a press release to the Dcist, a blog focusing only on happenings of the nation's capital.

Look up local blogs, and include them in your media outreach! Many of them have a large readership that may be interested in becoming a part of the anti-genocide coalition!

## Radio

Radio is not always common for STAND chapters to utilize, but always keep it in mind. Tech-savvy chapters could record ads and send them in mp3 form to a local public radio station. Record public service announcements or speeches from your events and send them on to a radio station. Keep it in mind that many schools have their own radio stations that would love to cover the events or initiatives of student organizations.

Radio is a great possibility, and STAND students can become the first student activists to become effective at radio outreach. For help with this, e-mail [media@standnow.org](mailto:media@standnow.org)!

## TV

TV is the hardest type of media to get, but there are some local cable stations that might cover a STAND event. Some of these stations may even play your own footage of an event, as long as you have a strong visual component. Also, universities and some high schools often have their own television stations – these stations are your best bets.

Keep TV in mind if you have an appropriate event, but don't waste time with it.