

Media Blitz Project

Here is how it works:

1. Select 5 to 10 media persons that you will each educate over the next 6 months.
2. Send names to Sarah (include their contact information) – ensures no duplications.
3. Set up a mailing schedule (plan to send a letter 2 times a month).
4. Hand address a #10 business envelope for each person for the first mailing.
5. NO RETURN ADDRESS; USE STAMPS – this project is intended to be anonymous.
6. Print the cover letter for each person.
7. You can highlight, circle, star, point arrow, etc. on information/statements that you want to call to their attention, or add a Post-it note with a short printed messages like “Stop the public hysteria” or “Here’s the real story” or “One size DOES NOT fit all”.
8. DO NOT HIGHLIGHT THE MASTER COPY – IT WILL BE TOO DARK TO READ WHEN COPIED.
9. Mail letter plus article/research for that week.
10. As best you can, follow the stories for that journalist/reporter and send them interim letters to correct any false/inaccurate information that they print or broadcast to the public. It is important that our tone is nice, never accusatory, never pleading, weak, or whiny. Facts tell, stories sell.
11. Email or mail (to FAC) any information that would be beneficial to use in the project.

Email Sarah at: media@floridaactioncommittee.org