



How to use existing tools , virtually for free, to get our message across effectively....and Reach the Masses!



What are the biggest information resources you have at your fingertips today?

1. Radio
2. TV
3. Websites
4. Internet
5. Newspapers
6. Magazines
7. Organizations (HOA, churches, schools, clubs)

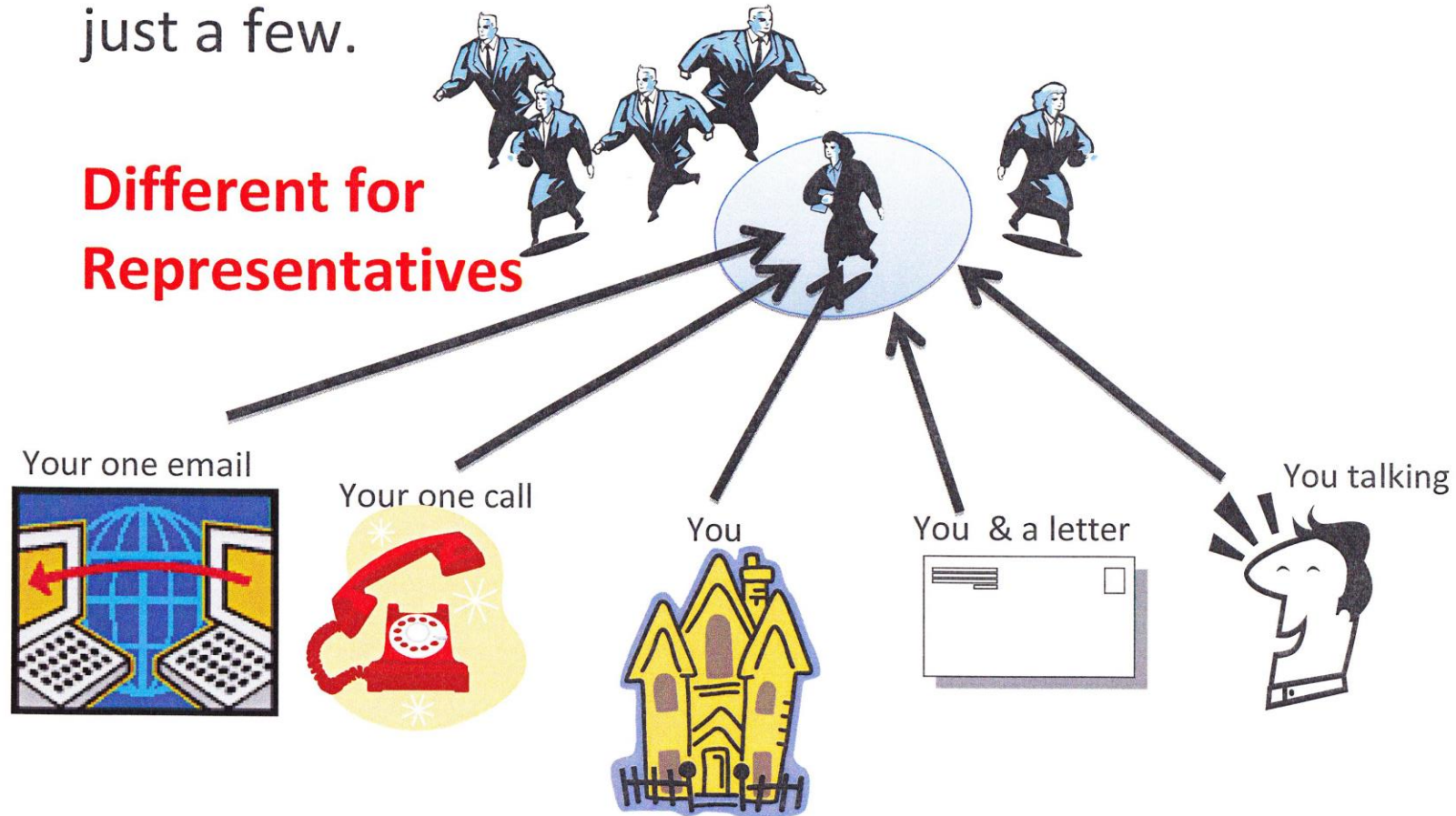
Knowledge is Power.

The Facts are 'on our side'.

Learn the Facts – Share the Facts

Even if you use all the tools available, and your hard work; emails, phone calls letter writing, speaking, you might only reach one person, or just a few.

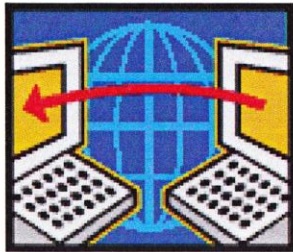
**Different for Representatives**



With all your hard work;  
After 10 years, some of us 20 years, we still  
have not effectively reached the masses.

And the politicians are only interested in votes.

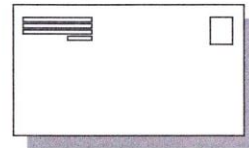
Email - too easy to delete



Phone call - too easy to ignore



**But a letter, hand-addresses, is not easy to hide,  
and not easy to forgot!**



What do Radio, Television, Churches/Temples, magazines have in common?

They can, and do, reach \_\_\_\_\_ people daily.

(check one) \_\_\_\_\_ Hundreds \_\_\_\_\_ Thousands \_\_\_\_\_ Millions

**All of the above!!!!**

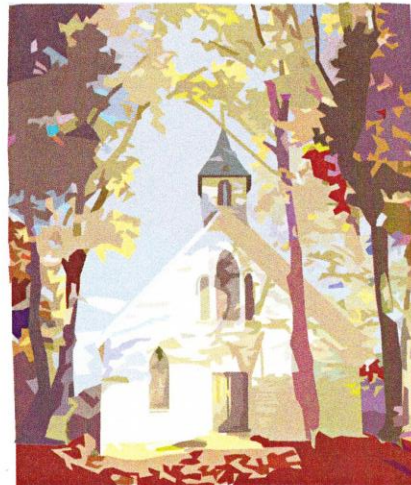
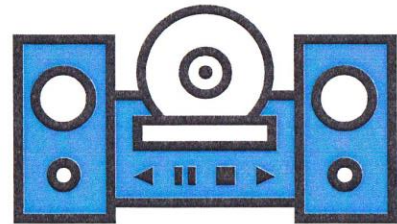


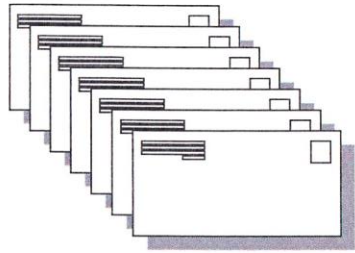
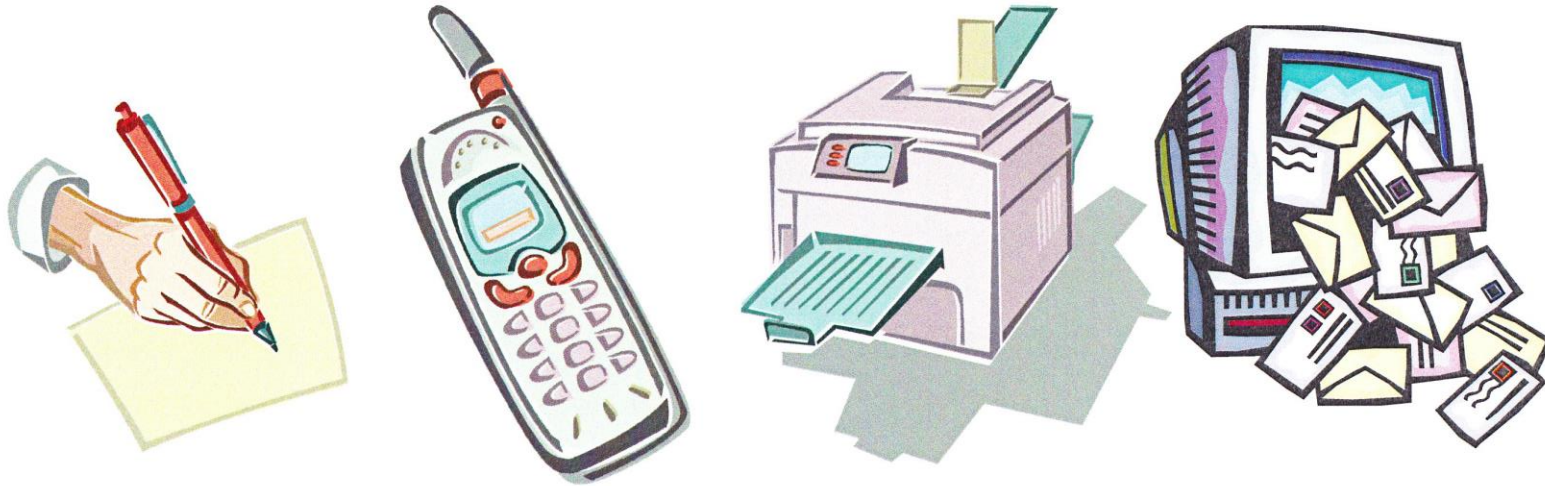
You, me, we, as individuals can only reach small numbers.

But Radio, TV, magazines, churches... can reach MORE!

The media reaches people from all walks of life. Whether it is news, or entertainment they speak to a captive audience.

Blogging is good, but you really don't know who is reading your words. TV, Cable, Talk Radio, magazines, people are listening and watching. Churches are personal and in your community.





Tools we use now,  
together with you,  
who is our most important asset!



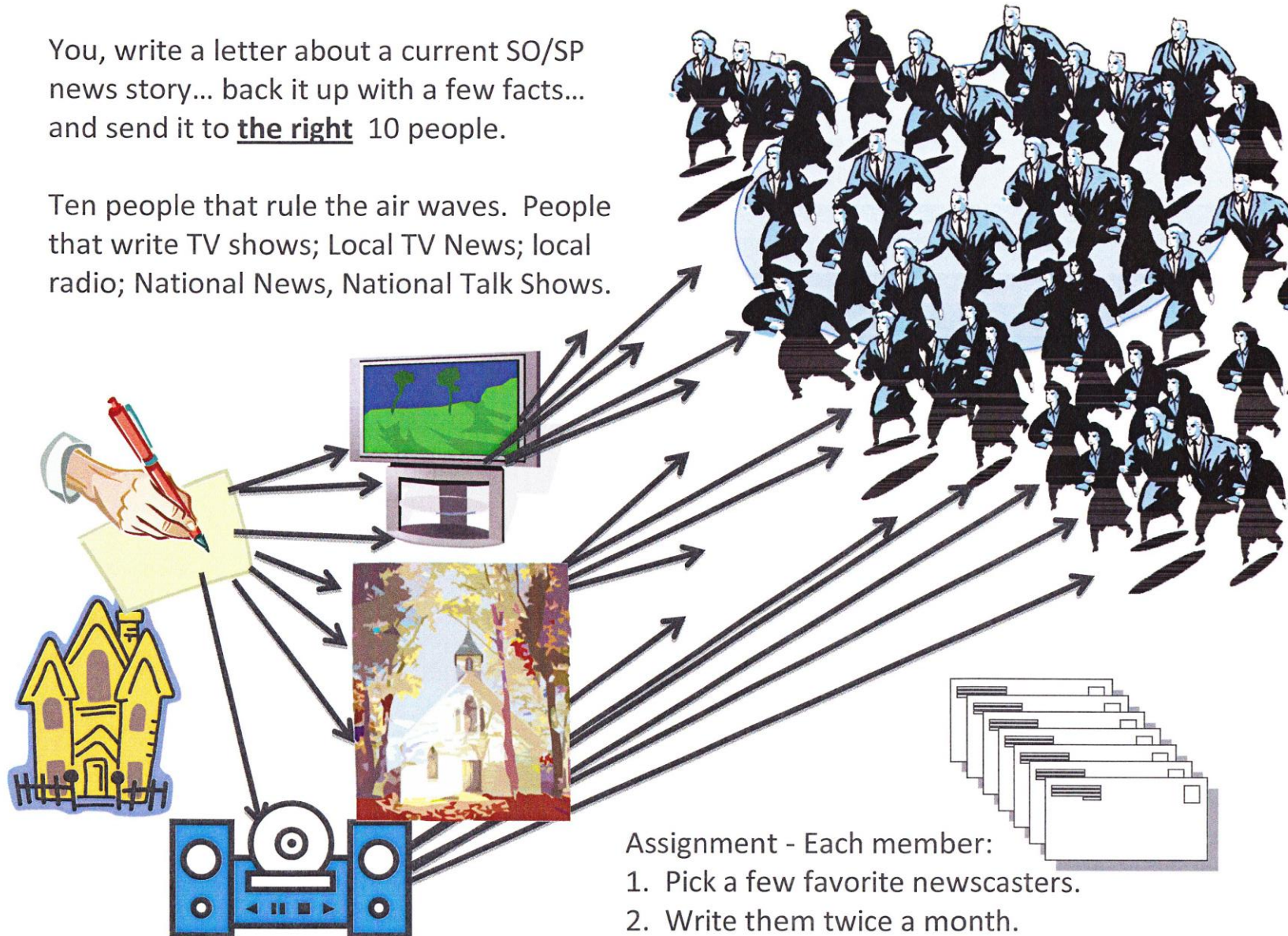
You want to  
reach the masses?

Beat them at their  
own game.



You, write a letter about a current SO/SP news story... back it up with a few facts... and send it to the right 10 people.

Ten people that rule the air waves. People that write TV shows; Local TV News; local radio; National News, National Talk Shows.



Assignment - Each member:

1. Pick a few favorite newscasters.
2. Write them twice a month.

# Steps to Using the Media to Educate the Public on General SO/SP info.

- Select 5 - 10: Newscasters/Radio Hosts/ TV Producers/ Magazine Editors/ Pastor of local Places of worship (found on Saturday in any paper) of your choice. Or few of each.
- Keep their name and addresses in your folder
- Twice per month Type / Write a one page letter about a current or recent SO/SP news story. Add a couple of form letters or page or two of an important portion of a factual report.
- Send through USPO.
- No need to use your name. Sign it “A Concerned Citizen”, “ Worried Wife”, “Sad Sibling” ...

## Reach the Masses!

Are you interested?

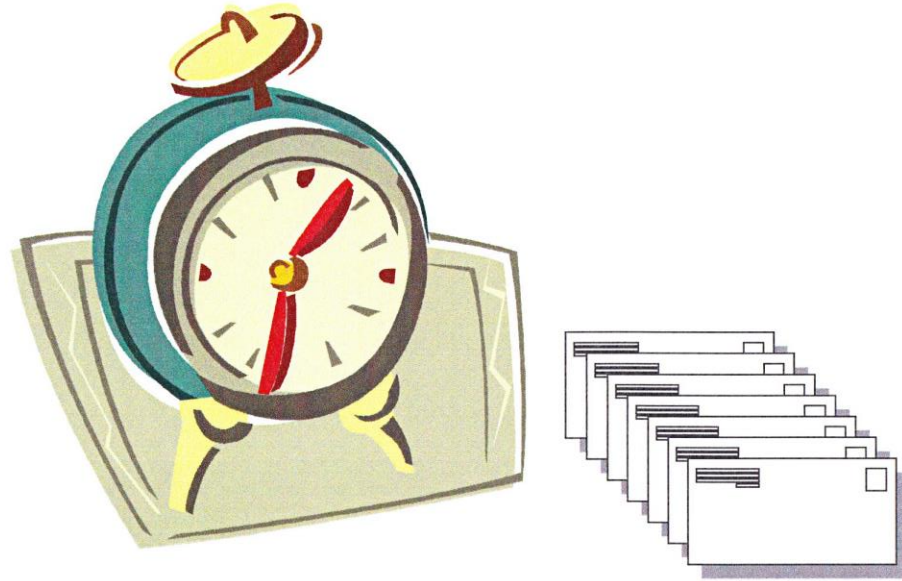
Do you prefer to work  
Independently or in a team?

Do you want to host a meet & greet workshop?

Can you donate paper, envelopes, stamps or funds?

When can you start?





In less than  
one hour a  
month,  
you can  
make  
difference!

Contact

[Anita@FloridaActionCommittee.org](mailto:Anita@FloridaActionCommittee.org)