

DYKE MARCH MEDIA OUTLINE

- write and fax press releases to news outlets (newspapers, television, radio)
- send public service announcements (psa's) to radio stations (esp. college stations & stations with gay/lesbian shows--e.g. "One in Ten" (WFNX), "Say It Sister" (WMBR), etc.) and cable stations
- choose media contacts/spokesdykes to speak to press
- call targetted radio talk shows for interviews about event
 - * One in Ten
 - * Say It Sister
 - * Boston Neighborhood News
 - * Cambridge Cable
 - * Something About the Women (WMFO) or Sheila Parks show (?)
 - * Christopher Lydon's show (WBUR) ?????? (do we want to go to straight media with this?)
 - *others
- follow-up calls to gay and local newspapers to do articles
 - *Bay Windows
 - *In Weekly
 - *Tab
 - *Cambridge Chronicle
 - *South End News
 - *Patricia Smith, Renee Graham at Boston Globe
 - *Sojourner (post-march article/photo)
 - *others
- Thouit 1 m 10*
- make follow-up phone calls to press 2-3 days before the march (Boston Globe, Herald, Associated Press, South End News)

*Cover TV station
Cable*