

TABLE OF CONTENTS

WINNING WAGES: A MEDIA KIT FOR SUCCESSFUL LIVING WAGE STRATEGIES

PART 1: INTRODUCTION

- 1 Note From the Funder
- 3 Note From the Author
- 4 What Is the SPIN Project?
- 5 Navigating This Media Kit: Best Practices
- 7 Acknowledgements

PART 2: THE LIVING WAGE BIG PICTURE

- 9 Toward a Vision of Economic Justice: State of the Living Wage Struggle
- 11 *Living Wage Wins*
- 12 In Living Color: Living Wage, Race and the Continuing Struggle for Justice

PART 3: MEDIA BASICS

- 15 Media Do's and Don'ts
- 18 Five Steps to Success
- 19 Targeting your Audience
- 21 Media Jargon

PART 4: FRAMING & MESSAGING

- 25 Framing the News
- 27 *Case Study: Rats Bite Baby: A Framing Example*
- 28 How and Why to Frame Living Wage News
- 30 News Hooks for Your Frame
- 32 *Analysis: New Lenses for Your Frames: An Analysis of the Framing of Living Wage*
- 44 A Model for Your Living Wage Message: Problem, Solution, and Action
- 46 *The Living Wage Message: The Short Version*
- 47 What Their Side Says: Countering Opposition Messages Against a Living Wage
- 48 *Quick Primer for Heading Off the Opposition*
- 49 *EITC vs. Living Wage?*
- 50 *Case Study: Opposition Dirty Tricks: Countering Their Side's Messages*

- 52 *Know Your Enemy*
- 53 *Case Study: A Matter of Basic Fairness: Values and Living Wage Media*
- 55 *Case Study: Focus on the Workplace: Living Wage Takes Off at the Airport While Security Guards Near City Hall Become Empowered*
- 56 *Press Clippings Example*
- 58 *Case Study: "Do Not Defraud the Laborer of Their Just Wage:" Religious Leadership in the Battle for a Living Wage*
- 59 *Moral Values Behind a Living Wage*
- 59 *Thou Shalt: Do's and Don'ts of Your Campaign and Clergy*
- 60 Who Are the Best Messengers? Targeting Your Audience and Messaging a Living Wage
- 61 *Profile On Workers*
- 62 Spotlight On Spokespersons: Making Them Media Mainstays
- 63 *Tearsheet: Living Wage Testimony*
- 65 *Case Study: Atlanta Living Wage Coalition Spokesperson Testimonials*

PART 5: NUTS & BOLTS OF GETTING THE MESSAGE OUT

- 67 Developing a Relationship With Reporters
- 70 Expanding and Prioritizing Your Media Database
- 71 *Tearsheet: Reporter Intake Form: When a Reporter Calls*
- 72 The Press Kit
- 74 Fact Sheets
- 75 News Releases: The Who, What, Where, When and Why of It All
- 77 *Sample: Press Release*
- 79 *Sample: Media Advisory*
- 80 Pitching Your Story to the Press
- 82 Organizing Successful Media Briefings and Editorial Board Reviews
- 84 Staging Media Events That Grab Attention
- 87 *Telephone News Conferences Ring True*
- 88 *More Tips for Media Events*
- 89 Photo Opportunities

(cont.)

- 90 *Case Study: From Media Advisory to Press Release to Headlines*
- 96 Making News With Your Living Wage Report
- 97 *Structuring Your Report So It is Easy for Reporters to Read*
- 98 *The Full-On Media Campaign*
- 98 *Why Embargo a Report?*
- 99 *Case Study: Releasing Research Media Advisory*
- 100 Opinion Editorials and Letters to the Editor
- 102 *Sample: Op-Ed Submission*
- 104 *Sample: Letters to the Editor*
- 108 You're On the Air: Tips for Doing Radio and TV Talk Shows
- 109 Smile, You're On Camera: Tips for Being Telegenic
- 111 News Radio: Getting the Word Out Using Radio Actualities
- 113 Living Wage Media Strategy Online
- 118 Tracking and Responding to News Coverage
- 120 *Checklist for Monitoring the Media*

PART 6: CAMPAIGN STRATEGIES

- 121 The Living Wage Media Plan
- 121 *Planning Your Media: A Checklist*
- 123 Top Ten List for a Media Campaign
- 124 *Case Study: Planning Your Living Wage Press*
- 127 *Case Study: A Sense That We are Never Going Away: In Sacramento, a Living Wage Campaign Overcomes Obstacles, Including Hostile Media*
- 131 *Case Study: Anatomy of a Winning Campaign: Moving the Message In Virginia*
- 132 *Top Five Tips for our Media Campaign*

- 135 *Getting Coverage Between the Big Actions*
- 136 *Sample: Press Clippings*
- 138 The Law and the Headlines: Dealing With Legal Issues in the Press
- 139 *Tip Sheet for PR and Legal Cases*
- 140 *Case Study: Struggle In the Mountains: Santa Fe's Citywide Minimum Wage Victory*
- 142 *Case Study: Living Wage con Salsa: Farm Workers In Florida Take On Taco Bell*

PART 7: THE FUTURE OF LIVING WAGE

- 145 Trends In the Living Wage Movement: Where To Now, and How Does the Message Evolve?
- 148 Young People & Decent Wages
- 149 *Some Facts About Young Workers*
- 151 *Hearing From Youth on the Front Lines*
- 152 *Case Study: Now That the Law Has Been Passed: Activists Turn Attention to Enforcing Living Wage*
- 154 *Case Study: Living Wage Reloaded: In a Time of Economic Downturn, "Community Benefits" a Next Frontier*
- 158 *Case Study: Rising In the Deep South: The Good News About Losing a Living Wage Fight, or Two*
- 160 Conclusion

RESOURCES

CONTACTS

ADDENDA & NOTES

Credits

Robert Bray, *Editor, Author, SPIN Project Founding Director*
Max Toth, *Managing Editor and Project Coordinator*

TIDES FOUNDATION

Idelisse Malavé, *Executive Director*
Sujin Lee, *Community Fellow*

THE SPIN PROJECT

Holly Minch, *Director*

INDEPENDENT MEDIA INSTITUTE

Don Hazen, *Executive Director*

Graphic Designer: Stephanie Syjuco
Photographs: Rick Reinhard, Stephanie Syjuco
Printing: Accurate Printing, San Francisco, CA



Copyright © 2003 Tides Foundation and SPIN Project, Independent Media Institute. Permission granted to pro-living wage activists to make copies of content for use in their campaigns.