

## **The Justice Express: Use the Media for Change**

(prepared for the National Network of Immigrant and Refugee Rights by Sangita Nayak  
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Here's the anatomy of a successful media plan:

**Each Car:** An "audience" or group of passengers you need.

**Each Conductor/Ticket taker:** "Spokespeople" for your work, constantly telling people about the next stop and assuring folks about their final destination.

**Each ticket/name of the train:** The "message" that gets folks on. What passengers have bought and feel part of. It's smart and reflects the polling/focus research you've done.

**The tracks:** The "outlets: news/flyers/social networking" that you use to get there.

**Each stop:** An "event: march/political happening" that brings folks on. A way for folks to know they are getting closer to the final destination.

**Engine:** The resources it takes to keep the media planning and the work running.

**Your final destination:** Your ultimate goal, your promise, the reason folks got on.

A train is bound to run into some common problems:

**Derailment:** You never examined the audiences that you were catering to, your plan wasn't strategic enough to target who you needed to move. Your cars were not united or divisive messaging made cars derail.

**Delay:** Many passenger trains don't own their tracks, good media work is also about power analysis. How can we find critical junctures, exploit weakness in opposition, and be a bullet train?

**Too few tickets:** Have enough audiences bought into your plan? What does your ticket say to people? Are people going to stay on to your final destination?

**The wrong track:** Sometimes corporate media tracks set our trains back and we need to look at other outlets to carry our message and help us get back on track. Where are your outlets taking you? Are you gaining the audiences we need to move or are they reached a different way?