

Media Relations

Activity Worksheet

You are the Marketing Director of a CIL in a major city. You are reading the newspaper one morning and see the following front page expose' about Adam's Meats.

An investigative reporter has discovered that a butcher yard and meat packing plant in your town has a high record of on the job accidents. The reporter also learned that the company runs a sheltered workshop. 73 workers with disabilities are paid sub minimum wage while doing the same job as non-disabled workers. Some workers are paid as little as .11 per hour.

1. What steps do you take to newsjack this story?
2. Do you involve partners?
3. Do you issue a press release or media alert? If yes, write your lede. Where and how do you distribute the release?

What other actions and what do you hope to achieve with each action?