

Some Guidelines for Media Work for the Tour

"From the Burkha to the Thong, Everything Must, and Can, Change— WE NEED TOTAL REVOLUTION!" A Talk by Sunsara Taylor

First off: Don't wait until the last minute to send out a press release. This packet includes a national press release to which you can add local date, place, and time of your event as well as local contact information.

Even before the press release, make sure you send listings to every possible "community bulletin board" and event listing. Many of these have 2 or more week deadlines.

Here's a short listing you can utilize and modify as needed:

Date and Time

"From the Burkha to the Thong: Everything Must, and Can, Change— WE NEED TOTAL REVOLUTION!" A Talk by Sunsara Taylor

Location

If you are a woman, your body is a battleground. Spin the globe. Anywhere you look women are being held down and slammed backwards, objectified and degraded. Sunsara Taylor, writer for Revolution newspaper, will make the case for why there is no biological, god-given, or man made reason why things have to remain this way—and how this can change through revolution and through a movement for revolution starting now. [local ticket info, sponsored by, and contact info.] Find Sunsara Taylor on youtube and Facebook.

Send the press release to any broad lists you have. But don't stop there. Look for other opportunities with specific individuals. Find people who have written interesting articles on the conditions of women throughout the world, on the new "raunch culture" and pornography and prostitution, on feminism, reproductive rights. Find journalists who have interviewed authors such as Ariel Levy, Kathryn Joyce, Pamela Paul, Barbara Ehrenreich, Eve Ensler. Send them the press release individually and make sure you invite them to the event. You should be aiming to get press people to come to the event itself. It will make a big difference for them to hear Sunsara Taylor live, and especially to see her interact with the audience. Of course they may also be interested in interviewing Sunsara for print, radio or TV.

Take advantage of controversy stirred up by activity running up to the event itself. Here in NYC, the main media we received prior to the event was on our protest at American Apparel against their "best bottom in the world contest." For something like this, do another press release making the connection between the protest or street theater and the main event with Sunsara Taylor. If the tour sparks real controversy on campus, that can be an occasion for another press release.

Reach out to campus media—radio, newspapers, in print and online. Again, look for which student journalists have done stories on feminism, raunch culture, gender studies, or writers for academic journals. Be creative. Prison radio shows have shown some interest in this tour. Target any radio shows or cable TV that in particular reach audiences of youth and students. Any and all blogs and listservs you can find which deal with all of this too.

Please keep the national media coordinator informed of developments, especially about opportunities for interviews and responses from major media. And send any ideas you want Annie Day Media to know about to anniedaymedia@yahoo.com