



November 20, 1996

CEM
George Gerbner
3508 Market St.
Suite 030
Philadelphia, PA 19104

Dear George,

You asked me to give you some idea what I could do for CEM and what it would cost. I am not sure if you were referring to the activities of CEM in general or specifically to the "one to one" TV monitoring project that was discussed at the board meeting. I will discuss what I can offer in the broader terms.

I can assist CEM in developing a strategy to get coverage on our issue and implement the plan. This would include:

- * Deciding what audience(s) we want to reach
- * Drafting press releases and framing our issue
- * Contacting reporters to pitch our story
- * Arranging radio and TV talk show appearances
- * Developing a list of reporters who follow media related stories
- * Setting up editorial board meetings (if appropriate)

Howard King WP?

As I've mentioned in the past, my experience with public relations work comes out of an activist perspective. As such, one focus I recommend would be to tap the entire potential of CEM - the board, individual members and affiliated organizations, where appropriate in regard to accessing the media on our issue.

This could be accomplished in a variety of ways. The survey I developed would give us a sense of how active our board is presently and how media savvy they are. My day long media training workshop could be very useful for training CEM members around the country on how to access the mass media in their community. I could also develop some simple, concise material on how individuals can arrange media coverage in their home communities.

I've enclosed some material on my work including a number of letters from individuals who attended my media training workshops. The Living Media brochure is a draft and has a few typos.

Feel free to contact the following people for references on my work:

Jerri Bird - (202)554-2751H, Jerri is the president of a Washington DC based organization called Partners for Peace. They focus on issues affecting the Middle East. I've done work for them on an ongoing basis for the last two years. I suggest you contact Jerri tonight (Wednesday) if you want to speak to her. She is leaving in a day or two to contact major donors around the country and will be gone until next Wednesday.

Judson Brown - (315)476-7001H&W, Energy Engineering. I did a project for Judson to arrange local media coverage and an article in a national trade journal on an engineering study he did for the Central New York Regional Transportation Authority.

Mark Naef - (315)471-1142 They contracted with me two weeks prior to the opening of the New York State 8th Annual Recycling Conference to arrange press coverage.

As for cost, I charge \$600 plus expenses for a one day media training workshop and \$35 per hour for individual projects. If you want a quote on a specific project contact me.

I hope I can be of some assistance to CEM.

Sincerely yours,

Peter Wirth

GW ASSOCIATES USES PUBLIC RELATIONS FOR SOCIAL CHANGE

Most of the articles in *PR Watch* are dedicated, unfortunately, to exposing the amoral excesses of a "communications industry" that worships money over principle and enables corporations to deceive and manipulate the public agenda. But what happens when the tools of public relations are put to work empowering citizen activists to become their own media experts? After 14 years of social activism, Peter Wirth decided to put this idea to the test by launching a public relations and marketing business called GW Associates.

"Too many activists bitch and moan about news coverage and how it's impossible to work with the media," Wirth says. "They talk about educating the public and changing society, while using methodologies that reach small, self-selecting audiences. For example, 99% of the people in any community will never come to a public presentation to hear a speaker. They get their news from radio, TV and print media. Unless activists learn to work with the media, our messages will reach only a small audience."

JOE BAST BOMBS IN PEORIA

Fleishman Hillard's anti-Green PR efforts didn't play well in Peoria; IL. F-H is promoting Joe Bast's book, *Eco-Sanity*. Although Bast claims to be "a very deep shade of green," his book champions an anti-environmental perspective. That's not surprising, since Bast and co-author Peter J. Hill are associated with business-funded groups, respectively the Heartland Institute and the Political Economy Research Center.

Elaine Hopkins, a reporter with Peoria's *Journal Star*, was surprised when Bast arrived with a Fleishman-Hillard publicist. "Environmentalists rarely arrive at the *Journal Star* accompanied by PR reps," Hopkins wrote. "'Whoa, I thought. Who's paying for this, and why?'"

Hopkins' article concludes, "The authors say they are environmentalists, but they're backed by corporations who will profit from fewer environmental regulations. We need honest debate about the future of our planet, debate free of hidden agendas or secret spins. . . . The Heartland's association with 'greenwashing' casts a shadow over the ideas presented in *Eco-Sanity*. Let's hope the book is ignored." ■

The problem in reaching that audience, he says, is not cost but attitude. "Many activists don't even try to work with the media because they don't believe it's possible. They don't learn the necessary media skills and stick with them long enough to see results. The difference between reaching fifty people and five hundred thousand may literally be the cost of some postage stamps for a news release, and some follow-up phone calls."

In addition to teaching and training people to integrate a media strategy into their grassroots work, GW Associates has already logged several successful campaigns to educate the public about a variety of social change issues:

- Marketing *Lines in the Sand*, a twelve-minute, independently-produced video essay critiquing media coverage of the Gulf War. More than 1,800 schools, libraries and religious groups have purchased the video, which has also reached millions of viewers on PBS TV stations.
- Producing *Living Media*, a 60-minute audio instruction tape that trains travelers to third world countries to use the media to share their experiences. Thousands of people are using the training tape. They range from student environmentalists back from the rainforest, to observers of the election process in El Salvador.
- GW has worked with Pastors for Peace to arrange scores of interviews for returnees from Cuba, and consulted for labor unions on raising occupational safety and health issues and media coverage of strikes.

GW's prices are designed to make their services accessible to grassroots organizations. If you're anxious to take your message to a wider audience but aren't sure you know how, contact GW Associates, 702 S. Beech, Syracuse, NY 13210; phone (315) 476-3396. ■

"PLUTONIUM IS OUR FRIEND"

Woodsy Owl, take a hike. The newest 'green' cartoon celebrity is Mr. Pluto. That's 'Pluto' as in plutonium, the world's deadliest element. Mr. Pluto is sort of a toxic Nerf-like creature, designed and promoted by the Japanese Power Reactor and Nuclear Development Corporation. His job is to convince school children that plutonium is wonderful stuff. In one TV spot the cute Mr. Pluto says, "If everybody treats me with a peaceful and warm heart, I'll never be scary or dangerous. It's really too bad that I was first used as a tool of war in atomic weapons. But I really don't like war. In fact, what I do like is to work peacefully." ■

FAIR

Fairness & Accuracy In Reporting

130 W. 25th St. • New York, NY 10001 • Tel: (212) 633-6700 • Fax: (212) 727-7668

June, 1996

To whom it may concern:

I heartily endorse Peter Wirth's media training workshop. It is down-to-earth, clearly presented and highly motivational. He offers a step-by-step approach -- writing news releases, cultivating reporters, arranging editorial board meetings, etc.

I was lucky enough to sit in on one of Peter's day-long workshops. People exited the workshop empowered and eager to do media outreach. When Peter tells how mass media outlets can indeed be used to spread the word about progressive and public interest causes, he speaks from years of successes in his own media relations work.

Certainly there are structural problems and biases that often stand in the way of fair mass media coverage of progressive issues. But Peter shows that there are also openings and opportunities that public interest groups can seize if they treat mainstream media workers with respect -- and not as enemies or participants in some sort of conspiracy.

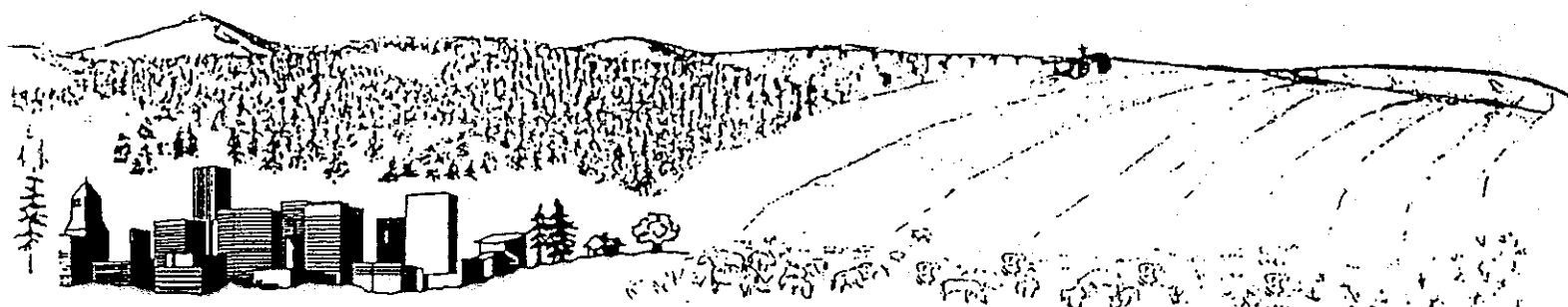
Feel free to contact me if you have any questions about Peter Wirth's media trainings.

Sincerely,



Jeff Cohen
Founder/Executive Director

LETTERS OF
ENDORSEMENT
FROM MY
MEDIA TRAINING
WORKSHOPS



EAST MULTNOMAH SOIL AND WATER CONSERVATION DISTRICT

ROGER BUCHANAN, Director, At Large 3641 N E 72nd Av. Portland, Or 97213
(503) 292 9325

Gene Bird, President
Council for National Interest
393 N Street S W
Washington, D C 20002

Dear Gene:

I want to let you know our opinion on the extremely high quality of the work that Pete Wirth performed for our group here in Oregon.

Mr Wirth appeared in front of our group of twenty political activists attached to the Greek Orthodox community on September 30, 1996. His presentation concerned the subject of how to best deal with the news media in dealing with international, national or local issues in which the group was dealing.

Our group soon became active in discussion and advanced important issues in which the group wished to persue. We found Peter's ideas and suggestions on how best to constructively work with the media to be thoughtful, well ordered and of practical help on how to develop our issues, and how to present them to the news media. The training was excellent for the forum to which he was presenting them.

The two and one-half hour session flew by and there was a great deal of the subject matter covered in the session. The handouts used by Mr Wirth were excellent and the suggestions on how to approach a publication editorial board were well ordered and incisive.

Post meeting discussions among the participants found that the good opinion of mr Wirth's work was the general view of all of the participants. Most of us would have been happy to have the session continue on much longer.

I am in hopes that Mr Wirth will be available to follow up on the presentation of September 30. Peter Wirth did a truly excellent job. He is to be commended.

Thank you for making him available to us.

Sincerely

ROGER BUCHANAN



Jack Baker Creative

3834 52nd Avenue SW
Seattle, WA 98116

Voice: (206) 937-5298
Fax: (206) 936-6301
jackirabaker@halcyon.com

November 1, 1996

Jerri Bird, President
Partners for Peace
393 North Street Southwest
Washington, DC 20024

Dear Ms Bird,

As an advertising professional, lending my expertise to peace and justice groups over the past 20 years, I have found that the greatest obstacle to our collective effectiveness in creating change is our mistrust of the media. Some coworkers even refuse to send press releases out of the attitude that, "It won't do any good anyway. The media is part of the problem." Well, this is certainly just not the case, as I know, and as Peter Wirth explains so well in his workshop, "Media Skills for the Concerned Citizen."

When my group in Seattle worked with Peter, he sensitized everyone to look at these prejudices as unproductive baggage, and had a panel of our local media stars there to prove it. We learned about the problems media people have just coping with their incredible barrage of information, how to penetrate that barrage, and how to establish a productive rapport with people who may sympathize with your cause, but need your help to get the word out. The workshop was a dramatic event for me as I witnessed some of our angrier and more alienated coworkers begin to realize a new potential in themselves and in our community.

I recommend it as required material for any group who wants to increase their effectiveness. I learned a lot myself, and look forward to a follow-up clinic, when we have had a chance to apply some of what we learned.

Thank you for your support of this important work.

Sincerely,

Jack Baker, Volunteer
Middle East peace Education Committee
Northwest Region
American Friends Service Committee
Seattle, WA

John M. Reinke
8125 Willows Road N. E. #G-72
Redmond, WA 98052
206-869-8793

November 9, 1996

Mr. Peter Wirth
G W Associates
702 South Beech
Syracuse, New York 13210

Dear Peter,

I wanted to thank you for the outstanding media communications workshop you held recently here in Seattle. I learned a great deal concerning the who, what, where, when and how of advancing the causes I am interested in through the media.

The workshop was well organized, and covered all aspects of the problem. I now understand the importance of direct personal contact with reporters, persistence, and a willingness to look at events from their perspective. We discussed the difficulties which can arise, and how to overcome them.

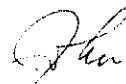
Of special interest to me were the techniques for using my personal trips abroad as vehicles for getting my concerns on issues across to the public. With your encouragement, I contacted **The Seattle Times** about a story on a trip I made to Ecuador this summer to help replant a mangrove forest which had been destroyed. I received a favorable reply!

I also profited from the role playing and sharing we did with the other attendees during the interactive exercises which you led us through.

This was the first media communications workshop I have ever attended, and I found it extremely worthwhile. One of the veteran activists who was present said it was the best one she had ever attended. I would highly recommend it to any individual or group which would like to learn how to communicate better with the public through the media.

Thanks again for an outstanding job!

Sincerely yours,



John M. Reinke



new jerusalem community

745 derby ave.
cincinnati, ohio, 45232
(513) 541-4748

January 18, 1994

MR. PETER WIRTH
G. W. Associates
702 South Beech
Syracuse, NY 13210

Dear Peter:

I recently attended your Media Workshop and what I learned was incredible! I now view the media as an asset in our peace and justice work rather than an adversary. In just two months I have already seen results.

Your lesson on rethinking our attitude about the media was most helpful. My view of the media has changed in two dramatic ways. First, media folks are looking for material to cover and they are busy. I should, therefore, provide news worthy ideas to them and offer it in a clear and simple form so that busy editors can consider use it. Second, media organizations are staffed with reporters who are trained and available to generate reports. I don't have to do the work of writing. I need only to alert them of interesting stories available and why their readers, viewers or listeners would be interested.

You provided a basic review of how to write a news release and how to pitch a story. I was able to immediately apply this to a news event we had planned and it generated very positive coverage, including a spot which ran several times on National Public Radio.

Thank you for a valuable workshop experience. I can recommend your workshop or audio tape highly to anyone who is involved with an issue. You don't have to be the "media person" to bring to your organization a positive perspective on how to work with the media.

Sincerely,

GARY ROBBINS
Peace & Justice Coordinator

DIVERSITY



WORKS

November 5, 1996

To Whom it may Concern:

I was privileged to participate in a workshop delivered by Peter Wirth on Media Access for People dealing with third world issues.

Mr. Wirth has a quiet, informal and clear way of presenting his material to people who are discouraged, burnt out and angry, fighting for difficult issues. Mr. Wirth is non-defensive, a generous listener and holds true to his beliefs about how organizations can get media coverage for what seems like unpopular issues.

I highly recommend him for delivering this workshop in a variety of settings.

His methods work!!!

Sincerely,

**Reva Camiel, Ph.D., MFCC
Owner Director, Diversity Works**



LETTERS OF
ENDORSEMENT
FROM ORGANIZATION
I CONSULTED WITH
AND DID SOME
OTHER PROJECTS

April 16, 1996

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Peter Wirth
GW Associates
702 South Beech
Syracuse NY 13210

Dear Peter

I want to thank you for your work with the Lisle Fellowship. Your ideas for having us facilitate having participants gain media attention for their involvement in Lisle programs was very effective. I remember how you involved our board members in understanding the elements of gaining media attention. I also remember how we jumped on these ideas and were able to get the media to play up our Marion Wright Edelman scholarship award by having Ms Edelman award the scholarship to her while they both were at the Childrens Defense Fund annual conference. It was very effective.

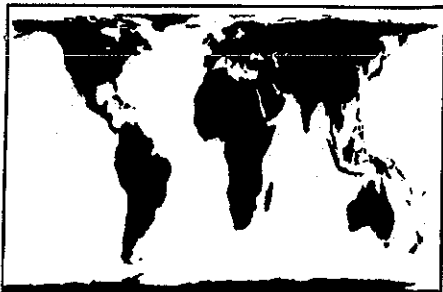
Your ideas for having an organization like ours gain attention for its service work efforts are very well thought out. Success certainly will not come without a commitment on the part of the actors in the organization to put together the relevant materials and continually discuss the need for involvement by each new participant. Your materials and willingness to consult with us has meant that we could use the ideas you presented and impact Lisle's impact in the world.

I highly recommend you to others who I know who are committed to making a difference in the world.

Cordially,

Mark B Kinney
Executive Director

433 West Sterns
Temperance, Michigan 48182-9568
1-800-477-1538
Phone: (313) 847-7126
Fax: (419) 530-1245



WorldViews

464 19 Street, Oakland, CA 94612-2297 USA

Telephone: 1-510-835-4692, ext. 113 or 114 Fax: 1-510-835-3017

Electronic mail: worldviews@igc.apc.org

November 5, 1996

To Whom It May Concern

WorldViews, a non-profit information center focused on Third World regions and issues, heartily endorses the media services of Peter Wirth.

We enjoyed a fruitful working relationship with Mr. Wirth in 1995 pursuing publisher leads for display and classified advertising in our quarterly magazine. WorldViews contracted with Mr. Wirth to contact book publishers in New York City and elsewhere and to explore with them the possibilities of advertising with us. Mr. Wirth was diligent and responsible about the work we asked him to do. Beyond that he offered numerous creative ideas for expanding our contacts with publishers.

At the conclusion of his contract Mr. Wirth furnished WorldViews with a detailed report on his accomplishments and a well-organized file of the publisher contact information he had developed during the year.

We look forward to future collaborative work opportunities with Mr. Wirth.

Thomas P. Fenton, Director, WorldViews

An Affiliate of the DataCenter

*Incorporating WorldViews AFRICA * WorldViews ASIA & PACIFIC
WorldViews LATIN AMERICA & CARIBBEAN * WorldViews MIDDLE EAST*



NATIVE
FOREST
NETWORK



Eastern North American Resource Center

PO Box 57, Burlington, VT 05402

(802) 863-0571 / (802) 863-2532 fax

email: peacejustice@igc.apc.org

Peter Wirth
GW Associates
702 South Beech
Syracuse, NY 13210

October 3, 1995

Dear Peter,

Just a quick note to say thank you for meeting with our organization to work with us on our approach to media work. Your advice has proved very helpful in a new approach toward publicity for our events and actions. The process of building a working relationship with the media here is slow because they have a very preconceived notion of who we are and they don't especially like us, however, we have been getting some decent media coverage since we began using some of the approaches that you suggested.

I know that I, myself definitely needed a brush-up course on how to do the media work so critical to our movement for social change. Thank you again for coming up to Vermont to give us the one-on-one attention and examples and suggestions specific to the work that we are doing.

We hope that the work that you are doing is catching on, goodness knows the movement needs more positive publicity.

Sincerely,

Anne E. Petermann
Resource Center Coordinator

P.S. Please forgive the lateness of this letter. You know how chaotic things can get.

Another Way to Be Green:
Learning with Golf Course Innovators for the Environment
c/o 27 Elm Street
Albany, NY 12202
(518) 426-9331

March 18, 1996

GW Associates
702 South Beech
Syracuse, NY 13210

Dear Peter,

I wanted to tell you how much more confidence I now have in working with the press since meeting with you for a consultation. Among other things, I have become more aware of the resources that we already have within our group. The challenge of contacting the media cold has become far less daunting; I now realize that I can easily transfer my existing networking skills to media work.

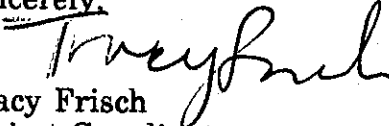
While it will be some time before we achieve major media exposure for the golf course project, our group did have a very productive discussion of opportunities and we were able to list group members' existing personal contacts. Our consultation enabled me to focus the group's energy and begin developing a plan and divvying up tasks. A radio show and an opportunity to submit a newspaper story have been lined up and we also had a group member's colleague contact a key Newsday reporter about doing a story. Meanwhile another group member who writes is looking into freelance opportunities. (We got her a scholarship to the national Golf and Environment conference, where she even made a contact with a golf magazine editor.) We also have assembled press packets.

In my other project (Regional Farm & Food Project) based in the greater Capital District, I have also been boldly making press contacts. I have practiced pitching stories to several reporters and we have thus far had a good-sized story on gleaning, one of the group's activities, in the Gazette. We will be able to use that story to do outreach to a number of churches, synagogues, and service clubs. I am pleasantly surprised that reporters are interested and glad that I am calling them!

I have passed your name and materials on an organization involved with Another Way to Be Green on Long Island. I think it would be strongly advantageous to them to have you do a workshop for their coalition. They tend to be slow to act so I will remind them again. I'd also like that to happen because we could get some Another Way to Be Green members to participate.

Thanks again. I may be in touch soon with some questions.

Sincerely,


Tracy Frisch
Project Coordinator

LIVING MEDIA

a 60-minute audio training tape



...designed to give people who travel to the Third World the skills and confidence to communicate with their community through the media.

produced and distributed by

G & W ASSOCIATES
public interest media

Get the most from your trip —

LIVING MEDIA is a 60-minute audio cassette training tape designed to give people who travel to the Third World the skills and confidence to communicate with their community through the media. Working with LIVING MEDIA will help both fundraising prior to your trip and outreach when you come home.

LIVING MEDIA will help both you and your group get publicity for your issue and organization while educating North Americans about life in the developing world.

In one hour you will learn

- Why it is important to use the media to share your experiences.
- How to evaluate your own situation and identify story angles.
- How to identify outlets for your story.
- How to write a press release.
- How to pitch a story to editors and reporters.
- How to arrange radio and TV talk show appearances.
- Tips on how to handle an interview.

YOU WILL HEAR people who have traveled overseas explain how they worked with the media and their success in getting their story out.

MEDIA PROFESSIONALS will share with you what makes a story interesting to viewers, the value of providing editors with background material, as well as interview tips.

THE TRAINING IS BASED on fourteen years experience in organizing delegations to "Third World" countries and conducting press work on a variety of issues including organized labor, occupational safety and health concerns, foreign policy issues and humanitarian projects affecting the developing world.

When you purchase a tape, we'll give you free media consulting!

Also ask about our supplementary written material available for delegations.

PRODUCED BY Peter Wirth and Chris Bolt.
60-minute audio cassette training tape.

Distributor: G/W Associates, 702 S. Beech, Syracuse, NY 13210 (315)476-3396.
\$9.99 plus \$1.50 postage and handling.
Volume discount starts at 25 copies.

"GW Associates prepared me for my trip to El Salvador. They taught me how to tell the media I was going, how to be in contact with them while I was there, and how to follow up with them when I returned. My ten-day trip resulted in three months of press coverage."

*Rev. Harvey Pinyoun,
United Church of Christ*

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G/W Associates
702 S. Beech Street
Syracuse, NY 13210
(315) 476-3396
pwirth@ican.net

Your order mailed first class.



What people are saying —

"Your LIVING MEDIA training program is inspired. It does something that the Center has advocated for along time. I recommend with great enthusiasm your tape and training program to individuals traveling anywhere but especially in the non-western world."

*Virginia Hadsell, Executive Director,
North American Center for Responsible Tourism*

"Thank you very much for introducing me to your excellent LIVING MEDIA tape. Its user friendly style makes it very enjoyable and practical, and its step-by-step format enables individuals... to understand the basics necessary to obtain vital access to the media marketplace. A number of delegates began making linkages with their local media before leaving the US as a result of listening to the tape. The tape has been pivotal in encouraging them to undertake such efforts early on."

*Linda Gray MacKay,
Unitarian Universalist Service Committee*

"I found the tape extremely interesting and filled with useful information. I will be happy to recommend this innovative program to other members of the Association of Third World Studies."

*Zia Hasmi, Executive Director,
Association of Third World Studies*

"The low cost of the tape is well worth the expense and may be the single best expenditure that you make in terms of sharing your visit with folks at home."

*J. Martin Bailey,
Middle East Council of Churches,
Jerusalem Office*

"I was very impressed with the LIVING MEDIA tape. It was interesting, well organized and filled with practical and useful information. I have been to Nicaragua eight times and have never really been able to utilize the media effectively to spread the message when I returned home. I wish I had been able to hear the cassette before, not after, I started my solidarity work."

Arnold H. Matlin, MD

"The audio tape is great. It fills a real niche."

*Janet Green, American Council for
Voluntary International Action*

"I congratulate GW Associates on the quality of the educational material it has developed. I especially like ... the practical, chronological approach towards training people to gain media coverage."

*Claudette Werleigh, Executive Director,
Washington Office on Haiti*



public interest media

702 S. Beech Street
Syracuse, NY 13210
(315) 476-3396
pwirth@ican.net