

20 WAYS TO BE A MEDIA ACTIVIST

FOR YOURSELF:

1. Consciously choose the media you engage with.
2. Be a critical and active viewer of media messages and images.
3. Question what you see (or what you don't see) in the media.
4. Word of mouth. Add media issues and your opinions on them to everyday conversation.

WITH THE MEDIA INDUSTRY:

5. Learn about the structure and history of the media industry. Read:
 - *Rich Media, Poor Democracy* by Robert McChesney
 - *The Media Monopoly* by Ben Bagdikian
6. Contact media industry executives and inform them of your opinions and dissatisfactions with their products.

WITH THE INDEPENDENT MEDIA:

7. Seek out independent films through festivals, stores, and theaters.
8. Support independent media with donations and advocacy.
9. Gather news from independent sources (*Internet, Television, Radio*).

WITH YOUR LOCAL MEDIA:

10. Use the Editorial/Opinion section of your local newspaper to voice your opinions and raise awareness.
11. Get involved at your local cable and/or radio station.
12. Join a media education list-serv or subscribe to E-newsletters to stay informed.

WITHIN YOUR COMMUNITY:

13. Start a youth video production program and get the projects aired on local cable access
14. Organize a media education week.
(See www.mediaed.org/events/articles/organize for details.)
15. Hold a public screening of MEF videos and encourage discussion.
16. Advocate for and/or teach media literacy in your community or school.

WITH THE GOVERNMENT:

17. Contact local government officials about legislation focusing on media issues and reform.
18. VOTE with media issues in mind.
19. Support FCC regulations on the media industry.
20. Raise awareness about the importance of media reform for other social movements (*domestic violence, environmental degradation, etc.*).