

ROGUE ACTION CENTER

Tools for Organizing: Communications Channels

How will you get the word out about your campaign? Use this handy list to prevent making a choice by default. This list of Communications Channels works best when used with the RAC handout on the 13 Communications Choices.

Categories:

Direct (in person) communication like canvassing, phone banking, speaking at meetings or classes or to faith community.

Earned media events. Don't forget to make it fun and send out a press advisory and/or press release to let the media know what you're up to and why they need to cover it.

Print media reporting.

Radio shows or public service announcements on local radio. Don't forget about low cost options like community radio.

TV shows. Don't forget about locally produced shows on public television.

Online. Social media posts or ad campaigns. Blogs. Web sites.

Electronic. Texting. Email lists. List serves.

Ethnic media.

Apps. Get creative. Where is your target audience already engaging? Options may include gaming, dating, video, and events apps.