

Be an Activist, A Media Reformer! 12 Actions You Can Take.

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- **QUESTION!** – Analyze all media you consume. “Deconstruct” television with family/friends. Videotape TV and then watch it. Stop the tape; talk about it; fast-forward or mute the commercials! Note values, flattery, use of emotion, censorship, culture created, monopoly, etc. Notice product placements within the programs. Digitize particularly interesting clips for discussion, classroom or activism. (Resources/issues: www.nmmlp.org & www.acmecoalition.org)
- **TEACH!** – Model critical media awareness for family and friends. Share information about media monopoly, media issues and media reform. Organize your digital clips into a presentation. Be a ‘viral’ cultural revolutionary; send exemplary clips/pictures/ads to net friends.
- **BOYCOTT!** – Vote with your dollars. Make the worst companies suffer. Better yet, turn off the TV! Find activities that make you healthier, wealthier and smarter. They might make you happier.
- **COMMUNICATE!** – Letters to editors, sponsors, radio and TV outlets about things you dislike and LIKE. Look for images that denigrate people or culture, leave out groups, are dishonest or are unhealthy, and target the very young. Express yourself to store managers, billboard companies, advertising companies, politicians, etc., about such images and their negative effects.
- **SUPPORT!** – Independent media with effort and money. Work for a “cause.” It is great therapy.
- **VOLUNTEER!** – Your time for a media outlet focused upon the “public interest” – community cable, non-profit campaign, LPFM radio, etc. Fight for right!
- **SEEK OFFICE!** – Make media education, independent media, and media reform a focus.
- **PRODUCE!** – Your own media (letters, stories, posters, essays, photos, performance, video, music, murals), and encourage others to do so. Start email campaigns about ads, stories or products. Don’t forget to write and thank those responsible for especially valuable media examples.
- **ESTABLISH!** – An independent media venue – coffee house, LPFM radio station, ‘zine, website, bulletin board – in your classroom or community. Make counter-ads. Share them.
- **HOST!** – A regular forum on media issues – ACME’s “Reel Action” screenings, a lecture series, etc. – in your classroom or community.
- **THINK!** – About what makes you more feel more *alive*, more human, more natural, more loyal, more successful. What makes you happy--now and (this is hard) in 30 years?
- **AFFILIATE!** – Join a media education/reform organization, such as, www.acmecoalition.org. Remember, activists established democracy, abolished slavery & got the vote for women.

www.acmecoalition.org