
PUBLICIZING HENRY GEORGE—CREATING MEDIA LISTS

The media certainly has great potential in helping to publicize the Georgist cause. Radio, television and newspapers can reach the larger audience that wants and needs to hear our ideas. The following are several suggestions on developing an effective, reasonable media list.

Small, local media are most likely to cover local activities such as Georgist meetings, free classes, film showings. Weekly community newspapers and college newspapers are likely to pick up press releases with local interest. Do any of your local publications have a "Community Calendar" section?

A good resource for starting to compile a media list is the phone book. Check the yellow pages under "radio stations and broadcasting companies," "news services," and "newspapers." Other Georgist groups may have media lists they can share or pool. Advertising companies sometimes sell media lists which can be tailored to specific needs. Two fine media resource books we know of are **Editor and Publisher**, which lists all pertinent information on daily and some non-daily newspapers across the country, and **Burrelle's Media Directories**. Burrelle's lists data on newspapers, periodicals, radio, T.V., cable and college publications in the separate areas of New York State, New Jersey, and a soon-to-be-published edition for Pennsylvania. For these, write to: Burrelle's Media Directories, 75 E. Northfield Rd., Livingston, NJ 07039 (201) 992-7070, and Editor and Publisher, Yearbook Dept., 11 W. 19th St. New York, NY 10011 (212) 675-4380.

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