

## SESSION 3 OVERVIEW HOW DO I USE MEDIA FOR IMPACT?

Gaining attention for your advocacy aims can amplify your efforts. This video offers tips for op-eds, letters to the editor, social media and attracting attention for an event.

- **Multiplying Local Advocacy With Media**  
Tammy Walhof, Director,  
Lutheran Advocacy—  
Minnesota
- **Exposure Opportunities With Social Media**  
Heather Taylor, Director of  
Strategic Communications  
and Campaigns, Bread for  
the World
- **Public Witness Through Op-eds**  
The Rev. Sara Lilja, Director,  
Lutheran Episcopal  
Advocacy Ministry of New  
Jersey
- **Misinformation**  
Deacon Nick Bates,  
Director, Hunger Network in  
Ohio
- **Witness in the Public Square Through Events**  
The Rev. Dr. Leslie  
Copeland-Tune, Chief  
Operating Officer, National  
Council of Churches of  
Christ in the USA

View this session  
from ELCA Vimeo  
channel -  
<https://vimeo.com/611093666/7baec039aa>

Series originally presented in summer 2021.

# HOW DO I USE MEDIA FOR IMPACT?

## SESSION 3 DISCUSSION STARTER

# ADVOCACY SUMMER SCHOOL

Offered by



ELCA.org/advocacy

In collaboration with



ELCA.org/PeaceNotWalls

## A REFLECTION FROM ELCA FOUNDATIONS

*"We are sent forth into the world to bear witness to God's promised reign. The world is the whole household of God that economic life is intended to serve. The Spirit of God expands our vision and transforms our priorities. We realize that we do not eat alone; everyone needs to eat. ... Empowered by God, we continue to act, pray, and hope that through economic life there truly will be sufficient, sustainable livelihood for all."* —From the ELCA social statement *Sufficient, Sustainable Livelihood for All* (p. 18)

To explore the breadth of this social statement, find a study guide and Spanish translation at [www.elca.org/Faith/Faith-and-Society/Social-Statements/Economic-Life](http://www.elca.org/Faith/Faith-and-Society/Social-Statements/Economic-Life).

## GETTING CONVERSATION STARTED

- Reading a print or online news outlet, have you ever encountered an opinion piece or letter to the editor that expanded your appreciation of an issue? Has your church, pastor or local coalition tried these advocacy tools?
- Think of a social media site or influencer you like. How might using social media to advance a faith-based advocacy issue be similar or different from what they do?
- A report cited by [MIT Technology Review](#) notes that dubious Facebook content described as "troll farm pages" reaches 75 million Christians in the United States every month. What measures do you take, if any, to determine the true origin of social media posts you "like" or otherwise react to online?
- The final speaker in session 3, the Rev. Dr. Leslie Copeland-Tune, draws a distinction between public witness and public spectacle. How would you contrast the two as we engage in faith-based advocacy?

## MORE INFORMATION

As you plan your media engagement, check out "[Media Relations: Best Practices for Congregations](#)," an ELCA tool for congregational communications, and the ELCA "[Getting Social](#)" tool kit. ELCA World Hunger has prepared "[Daily Bread: A Discussion Guide for Meal Packing Events](#)," which offers a template for detailed, faith-reflective preparation to create a media moment for congregational activity.

[Letter-writing tips](#) can be found at [www.ELCA.org/advocacy/resources](http://www.ELCA.org/advocacy/resources) and many pages of state public policy offices (see "[Write a Letter](#)" from Lutheran Advocacy Ministry in Pennsylvania).

## TAKE ACTION

Be one of the thousands of people who act on their faith resourced with updates and invitations to use Action Alerts from the ELCA Advocacy Network. Sign up at [www.elca.org/advocacy/signup](http://www.elca.org/advocacy/signup). Find us on social media @ELCAadvocacy. **And tag us when sharing your events so we can amplify one another's faith-based advocacy!**