

Corporate Media Infiltration

Independent and corporate media, print, on-line, radio and/or TV, is a very important tool for use in all organizing campaigns.

Unfortunately, the corporate media is driven by corporate interests and therefore it is a throw of the dice whether grassroots campaigns/actions/rallies or press conferences will get any corporate media attention especially when your campaigns are focused on issues related to traditionally marginalized communities and/or struggles.

So how do grassroots, non-profit organizations truly penetrate the corporate media when advocating for, working on, resisting and struggling with issues of poverty, racism, homelessness, profiling, welfare de-form, displacement/gentrification, police brutality, disability, youth justice, border fascism and/or immigration and other issues related to communities struggling with poverty locally and globally. Through **Corporate Media Infiltration**.

Corporate Media Infiltration is a strategy that any organization or group can learn and use immediately. A strategy that POOR Magazine has employed many times with great success in campaigns against corporate developers, mayors and city, county, federal and state government bodies, school districts, large HMO's, globalized corporate agri-businesses and much more (see below for links to examples of stories by POOR/PNN using this strategy)