At RESULTS, we recognize the power media can have in raising awareness about poverty. Getting media published is also a powerful personal experience helping you realize the transformational power of advocacy. However, generating media is only the first step. It’s important to use your media in the most effective way to achieve your goals. Use this chart as a guide for leveraging your media to maximum effect.

**Influence political decisions that will bring an end to poverty**

Gather copies of all your group’s published media to deliver lobby meetings

Urge group members, partners, friends, and others you know to submit letters to the editor in response to your piece

Share your published media piece with community partners and fellow advocates

Share your published media piece with:

* Your group
* Your local action networks
* Social media
* RESULTS Listserv
* [RESULTS Volunteers Facebook page](https://www.facebook.com/groups/RESULTSVolunteers)

Send your published media piece to the DC policy and local congressional staff for each member of Congress, along with your policy request

Generate a [letter to the editor](https://results.org/resources/working-with-the-media-activist-milestone-1/), [op-ed](https://results.org/resources/working-with-the-media-activist-milestone-2/), or [editorial](https://results.org/resources/working-with-the-media-activist-milestone-3/) on your issue

Use your media success to [teach others to generate their own media](https://results.org/resources/wow-i-got-published-making-media-a-transformational-experience/)

Use actions from lawmakers (or lack thereof) as a hook for [new media](https://results.org/resources/use-local-media-to-move-legislators-into-action/)

For more media tips and advocacy how-to’s, see the RESULTS Advocacy Basics at: <https://results.org/volunteers/advocacy-basics/>. Questions? Contact Jos Linn at jlinn@results.org.