



Get Some Love from the Media

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What was your goal when tasked with this criteria?

Gaining media attention in Chicago has been challenging...there is so much going on that competes with a fair trade story. How could we build awareness? Using a World Fair Trade Day event, we worked to get coverage from our local NPR radio station.

What was your strategy?

Several years ago, we decided to push the City of Chicago to celebrate World Fair Trade Day. We found an advocate in our Dept of Environment to intervene for us with the Mayor's Office of Special Events to hold a downtown fair trade market. We chose a weekday before the actual World Fair Trade Day celebration the second Saturday of May because we wanted to connect with all the working people in the LOOP. Our marketplace, with about 20 Chicago fair trade businesses includes an information tent for Chicago Fair Trade to talk about fair trade all day! A noon program allows an opportunity to invite a few speakers which is emceed by a local NPR program personality, Jerome McDonnell of World View. He schedules a radio program on fair trade a few days before our event to help promote it.

What are 3 tips for a group that wants to accomplish this goal?

- 1. Identify a media person** with an interest in global issues and build a relationship. Remember - this could be the food editor, global affairs, worker issues, environmental reporter or someone covering small businesses in your community.
- 2. Develop your story line** - help link fair trade to a local relationship or event. Spend time talking to your fair



trade businesses to see what's new with them.

- 3. Keep the relationship going.** This event is now part of our annual planning, with the City reserving our date. We can also call NPR for other fair trade events during the year. Don't forget to send them a fair trade calendar each year!

What did your campaign achieve?

For the past five years Chicago Fair Trade has sponsored a fair trade event in downtown Chicago with coverage from our local NPR station which highlights a new development in fair trade for our city. [See more at here](#)

How did you keep it fun, positive, and engaging?

The event involves LOTS of volunteers, from set up at dawn to handing out information cards on fair trade, to more intense work as part of the planning committee that promotes the event. Get enough people in the room and there will always be lots of new ideas on connecting fair trade to people's lives.



Chicago Fair Trade faced the daunting challenge of getting attention in a huge and busy city. They started tackling this challenge in 2006 and today, Chicago Fair Trade has 70 member organizations and holds 4 community wide meetings a year.

Chicago has also been a champion at garnering media support. Their annual and large-scale celebration of World Fair Trade Day was the jumping off point. Click on the links below to see some examples of Chicago Fair Trade news coverage by Chicago Public Radio.

[October 2009](#)

[May 2009](#)

[May 2011](#)

[May 2012](#)

