

Taking control of the message...

Long before cellphones and social media, the 504 protest organizers knew how to get their story out. A busy Press Committee held daily briefings for journalists that influenced media coverage. Lively accounts of people with disabilities demanding civil rights replaced stereotypes of pity and helplessness.

Below: occupier Linda Gill (right) faces questions from the media at a final press conference on April 30, 1977 just before all protesters left the building for the victory rally.

