



We Are the Media Now: A Practical blueprint to counter family-court misinformation

Parental alienation is often framed as “controversial” not because the evidence is thin, but because the narrative space is crowded by organized, well-funded messaging that confuses judges, policymakers, and—most painfully—families. At PASG 2025, I introduced “We Are the Media Now” (WATMN), a coordination campaign designed to replace isolated voices with a reliable, data-driven chorus that advances child-focused, science-based practice.

This organized advocacy works not only for fighting parental alienation misinformation, but can also raise awareness of 12 areas of male disadvantage, including education, health, the boy crisis, false allegations, violence against men, parenting, legal systems, intimate partner abuse, homelessness, workplace injury and death, reproductive and adoption rights, and toxic male media portrayals. To learn more, go to <https://menandboys.net>.

Here’s the simple idea: hundreds of aligned organizations already produce excellent research, training, and survivor education. What we lack isn’t expertise—it’s synchronization. WATMN asks participants to (1) **pre-package** their campaigns (clear objective, 2–3 posts, graphics, hashtags, and a concise call to action), (2) **share through a common intake** so partners can amplify instantly, and (3) **measure outcomes**—views, watch time, click-throughs, legislator responses—so we learn what actually moves public understanding and policy.

Why this matters now: first impressions shape case filings, media coverage, and legislative memos. When misinformation gets the microphone first, accurate science enters the room already handicapped. Coordinated, simultaneous engagement across YouTube, podcasts, X,

Facebook, LinkedIn, and Instagram trains platform algorithms to surface credible content so that parents, professionals, and lawmakers will see it on their social media feeds. Think of it as moving from solo acoustic to a well-rehearsed ensemble—same notes, 1000x the resonance.

For practitioners and parents, three practical steps:

1. **Adopt “amplify-ready” habits.** Every article, video, or event should ship to our network with prewritten captions, three hashtags, and a one-sentence ask (share, register, contact, donate).
2. **Cross-pollinate outside your lane.** Therapists boost legal explainers; attorneys boost child-development primers. The public needs the whole elephant, not one part.
3. **Credit and track.** Tag collaborators, use common hashtags, and celebrate reciprocity; it builds trust—and momentum.

Our north star is simple: better information → better decisions → better outcomes for children. If your mission touches shared parenting, high-conflict divorce, child well-being, or any of the 12 items of male inequality, we invite you to collaborate with WATMN and our partners. Together, we can make the accurate story the accessible story, fight misinformation, and have our collective voices heard! Email us at Henry Herrera at henry.herrera@uassistme.com and ask for our intake form to participate in the campaign.

Larry DeMarco is Executive Manager of the International Council for Men and Boys and creator of The Law Center’s Family Court Custody Bootcamp. <https://TheLawCenter.NET>. He presented WATMN at PASG 2025 with co-presenter Father X, founder of the Father X YouTube Channel. <https://www.youtube.com/@FatherX2022> [Http://menandboys.net](http://menandboys.net)