

Trouble **NATION**  **301**



*BECAUSE PROTECTING DEMOCRACY
IS MORE FUN WITH FRIENDS!*

Media 301: How to Talk to the Press

AGENDA

01 Who Are “The Media”?

02 Tools of the Trade

03 Talking To Media

Who Are “The Media”?

TV/Radio

- Television
 - National Network & Cable News (CBS, CNN, Fox News, MSNBC, Bloomberg)
 - Local News
 - Owned by or affiliated with networks (ABC, Univision)
 - Owned by others - Sinclair, Nextstar, etc
- Radio
 - Commercial syndicators affiliated w/ NBC, American Urban
 - Nonprofit (Associated Press Radio)
 - Public (affiliated w/ NPR, programming from PRI, Pacifica)



Print

- “Papers of record” (New York Times, WaPo)
- Major Dailies (LA Times, Miami Herald)
- Magazines (TIME, Cosmopolitan)
- Community papers (usually weekly)
- Ownership groups (Gannett, McClatchy)
- Wire Services (AP, Reuters)
- International
- Trades

The New York Times

San Francisco
Chronicle

AP

GANNETT

The Washington Post

Red
Wine & Blue

Specialized/Trade

- Specialized audiences
 - Conservative & Progressive
 - Hispanic
 - African American
 - Asian American & Pacific Islanders
 - Religious
 - LGBTQ
- Trade Press
 - Legal
 - Business



Digital

- Digital media
 - Portals (AOL.com)
 - Websites (Buzzfeed)
 - Video (YouTube, Now This)
 - Podcasts (The Suburban Women Problem)
 - Substack
- Social media



BuzzFeed



Letters from an American

A newsletter about the history
behind today's politics.

by Heather Cox Richardson



Right-Wing and Anti-Abortion

- Right-Wing Media
 - The Daily Signal (the Heritage Foundation news site)
 - National Review
 - Breitbart
 - The Daily Wire (Ben Shapiro's site)
 - The Federalist
 - The Daily Caller
 - Fox News
 - OAN
 - Newsmax
- Anti-Abortion Media
 - AEWTN Pro-Life Weekly
 - National Right To Life News
 - Live Action News
 - LifeNews.com
 - LifeSiteNews.com
 - American Values

Tools of the Trade

Press Releases

- Primary goal: Share information or a reaction with reporters
- Keep the headline and email subject line concise and catchy.
- Press releases can go out:
 - After an event (An advisory goes out beforehand)
 - When reacting to a news event
 - To announce polling data, a resource for reporters, a report, etc

FOR IMMEDIATE RELEASE

Contact: Name, email, phone

HEADLINE (Eye-catching summary)

Subheadline (More details or quote from release - not always needed for short releases/statements)

Location, date – Summary of announcement/reaction

More information and details

Quote, including title of person

Another quote if relevant or if there's a coalition (best practice is 1-3 quotes)

Background information

#

Footer if you have one



Advisories

- Advisories go out before an event to let the media know it is happening.
- In the email subject line, include the date and time.
- Make sure to include the date, time, and location/link to Zoom registration page.
- Just like press releases, keep them short!

FOR PLANNING PURPOSES

Contact: Name, email, phone

HEADLINE (Eye-catching summary with date of event)

Subheadline (More info)

Location – Info about the event, including date, time, and brief description

WHAT:

WHO:

WHEN:

WHERE:

QUESTIONS: Contact name, email, phone

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Footer if you have one



When Emailing Press Releases

And Advisories

- NEVER send it as an attachment.
- Copy and paste it into the body of the email.
- Subject line is crucial. You have five words to entice the reporter to open the email... make 'em count.
- Use URLs to link to reports, images, videos, etc.

Op-Eds

“Opposite the editorial page”

- The most effective op-eds are about an ongoing news story or provide a different perspective.
- Connect policy arguments with real people and their stories (Including you!).
- Before writing, know the paper’s submission guidelines and to whom it should be sent.
 - Number of words allowed and other parameters

LTEs

“Letters to the editor”

- Keep it short; about 100-150 words.
- Use LTEs to correct inaccuracies – focus on the facts.
- Include at least one line that explains the previous article the letter is referring to.
- Send them quickly; same day if possible.

Talking to Media

Talking To Reporters - On The Record

- On the record: The reporter can quote you and include your name
- When you contact a reporter, anything you say or do is “on the record” unless you ask if it can be off the record beforehand – and the reporter agrees.
- Sometimes reporters will agree to not include someone’s name. But you need to ask for that first and wait for confirmation before you start speaking.

Talking To Reporters - Off The Record, On Background

- Off the record: What you will say cannot be used in the story
- On background: What you will say can be used but you won't be named
- Nothing is ever truly “off the record” or “on background”.
Treat every word as public.

Interview Tips

- Do research on the reporter. Follow them on Twitter and read recent stories.
- Be yourself and tell your own story.
- Take your time. Pause before you talk.
- Bring it back to your message and story. Go in with three things you want to say.
- Prepare for likely questions.
- Reporters often state opposing views and ask you to respond:
 - “Here’s what I do know..
 - “The important thing to keep in mind is...

If You're Approached By Media

- Right-wing groups like Project Veritas will send people to events pretending to be reporters and then deceptively edit the videos.
- Trust your gut.

Questions?

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