Tips for Contacting Media

MAKE THE MESSAGE:
- Create an intersection of the NATIONAL NEWS with the LOCAL details
- Use images—both actual pictures and also descriptive wording
- Take some pix yourself along the route; use google maps to get local info like schools, universities, hospitals, sports facilities, food packing or growing centers...
- At least one local quote—can you get a local leader? Celeb? Organizational Leader?
- Be sure the CONTACT INFORMATION IS CLEAR

HOW DO I FIND “THE MEDIA?”
- If you don’t have a media list, who might? Another organization? A political activist friend?
- This link takes you only to the web pages, but can be helpful:
- On the website of a newspaper or TV station, look for “Contact us” link...then seek the News Room or News Editor and any reporters who cover local beats...or by name if you know a promising reporter. You will need email, fax and phone.
- If you are planning an event, send your “Advisory” on Thursday or Friday this week. Be sure to follow up with a phone call. Send Advisory again Oct 27, early
- No event? On Tuesday October 27, email your press release to your contacts, then fax and finally CALL. Your call is simply to ask the reporter / editor to look at your email and call you back if they have questions. Have a great “lead line” like “I sent you the map of where nuclear shipments would travel in our town/state, please check your in-box.”

Add these in the mix:
- Local NPR affiliate—many stations are now doing local news in addition to running NPR news programs.
- Democracy Now! These folks do not cover nuclear often, but maybe if many people contact them with the local angles they will respond: http://www.democracynow.org/contact

Oct 27, the Campaign web page goes public. Feel free to use it, as well as your own materials to post on Social Media. http://www.nirs.org/fukushimafreeways/stopfukushimafreeways.htm

NIRS will be following up with an ACTION ALERT that will go to Congress in a week or two.
STOP FUKUSHIMA FREEWAYS Campaign