

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:
<http://www.50states.com/news/>
- 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