Delivering Our Message Through Earned Media Marchers demand dignity for all immigrants Wellstone Action! What is earned media? Media coverage that is "earned" but not purchased **Earned Media Challenges** ■ Saturated media ☐ Difficult to control outcome □ Potential for message dilution

Wellstone Action!

☐ Opportunity for opponent's message

☐ Often resource intensive

1

So why use earned media?

'Cause it's ...

- "Free"
- Delivers your message to broad audience
- Educates public, generates "buzz"
- Validates campaign for members and for opinion leaders

(but it is also hard work)

Wellstone Action!

News Flash!

It's got to be news.

- **Impact.** Events that affect many people.
- <u>Timeliness.</u> Events that are immediate or recent.
- **Prominence.** Events with well-known people or institutions.
- **Conflict.** Events reflecting clashes between people or institutions.
- **Bizarre/intriguing.** Events that aren't "normal" or are "quirky."
- **Currency.** Events and situations that are currently being talked about or fit with other "news."

Wellstone Action

Letters to the Editor:

- Combines Media + Field Organizing
- Involves members
- Validates argument by being published
- · Research word and signer limits
- Make sure letters get sent

What makes a good letter?

Short
First Person – "My family..."
Timely

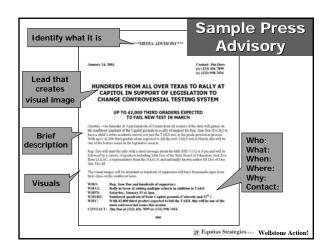
Appropriate & compelling signers
Tied to previous article

Op-Eds: Raise Revenue by Closing Loopholes and Preferential Tax Breaks By: Erik Peterson If I buy a car in this state I pay sales tax; if I buy a horse, I don't. On a new car I will pay a motor vehicle tax, but if I buy a ready-mix cement truck I won't. I pay sales tax on the new furnace I buy for my buse, but if I am a business in Minnesota, I not only avoid sales tax but can write off the cost of the furnace on my corporate tax return. Catchy intro Minnesota's tax code is filled with these types of preferential tax breaks -- 300 in all. Called tax expenditures by the Department of Revenue, these preferential tax breaks and loopholes are worth over \$8.5 billion a year in uncollected tax revenue. Define issue or With our present revenue shortfall, we need to ask whether the preferential policy aim of these tax expenditures are of higher priority than K-12 education, or health care, or housing, or any number of the myriad of public purposes we spend money on. problem The accelerated depreciation deduction for business equipment and property may haw merit, but does the \$340 million we spend per biennium on it foster a stronger busine climate than a strong University and State College system, which will be hit by \$365 million in cuts? Specific Does the \$400,000 we spend to make sure ski hills do not pay sales tax on their snow making equipment make Minnesota a more livable state than school readiness programs, which will be cut about the same amount? examples and short Does the \$412 million we spend to exempt businesses from paying sales tax on capital equipment make Minnesotars more self-sufficient than ensuring health care for the 64,000 families expected to lose health insurance next year -- the result of \$323 millior in cuts to Minnesota Care? quickly readable Is spending \$4.1 million to make horses and ready-mix cement trucks tax-free a highe priority than spending \$4.1 million to ensure that battered women have a safe place to go to re-build their lives? paragraphs Perhaps a rigorous debate will bear out that these tax expenditures are indeed the **Media Event Tips** Define clear goals - What are you trying to accomplish? - Do you need an event - or will a press release work? · Have something worth saying - What is your message? Why should people care? Other considerations - Location; Spokespeople; Signs/Visual Wellstone Action! Getting the press to come **Media Advisory** = Alerts reporters in advance Brief - Who, what, when, where - the "hook" or interest catcher • Send 2 days before, day before, day of News/Press Release = Tells your story Hand out at event, send out just as event starts or as it ends ★ Email is best - cut and paste in the body of ★ Blind CC to specific reporters and editors ★ Keep it to one page, one side

★ Provide quotes, relevant research, facts and

Wellstone Action!

figures.



Sample Press	For immediate Release April 25, 2005 Really catchy headli Sub-headline in a smaller font to till	uminate the news you are
Press Release	providing and giving the reports City, OR – Introductory paragraph; wh how. Some of this can go in to paragra this might be the only paragraph the re what you will include carefully. "Second paragraph quotation," from sc	io, what, why, when, where, aph three, but consider that eporter reads, so choose
	including her name and title, "to shed I Because some media sources will pull it's a good one." Third paragraph giving more informatic	light on this piece of news. I this quote directly, be sure
	into more detail from paragraph one. Fourth paragraph could be another qui	
	with more detail. You don't necessarily Release should be no more than one p	y need this paragraph. page.
	Fifth paragraph should include more spexact location, speakers at press confe	erence.
	Last line should be a short explanatory putting out this piece of news or holdin	
	(or ### to indicate	#. Steely I-00 Press release mode up
		Wellstone Action!

Timing is everything		
Time:	Best for:	
10:30am	Media coverage	
12 noon	Large turnout events	
Before 3pm	Getting on the evening news	
Time:	What to do:	
1 day before/noon	Send advisory & do round of calls	
Before 9am/Day of	Re-send advisory & more calls	
15 minutes before	More calls (don't call TV after 4pm!!)	
As event starts	Have someone send the release	
Credit: Patty Wentz, former Oregon AFL-CIO Communications Director Wellstone Actio		