

# Making the Media Work for You



Tracy Sabetta



# CHILDHOOD ASTHMA ATTACKS. STRAIGHT FROM THE SOURCE.

Tell Washington: Don't weaken clean air protections.

[FightingForAir.org](http://FightingForAir.org)

There Are Effective Public Advocacy Messages



And Less Effective Messages

# Why do we work with media?

- ▶ Expands the reach of our message
- ▶ Influences decision-makers
- ▶ Motivates public to take action



# How do we work with the media?

- ▶ Times they are a-changing
  - ▶ Essential to make it as easy as possible
  - ▶ Media advisories for events
  - ▶ Press releases about reports, events
  - ▶ Letters to the editor, op-eds
  - ▶ Editorial board visits or reporter meetings
  - ▶ TV and radio interviews
  - ▶ Social media tools
- 

# Media advisories

- ▶ Catchy headline
- ▶ Brief description
- ▶ Who, what, when, where, visuals
- ▶ Contact information
- ▶ Why come to your event?

## Media Advisory for Tuesday, January 12, 2016

Contact: Tracy Sabetta, National Wildlife Federation  
614-581-2907  
[tsabetta@initiativeohio.com](mailto:tsabetta@initiativeohio.com)

### **YOU WERE GOING TO WATCH THE STATE OF THE UNION ANYWAY**

*Why not watch it with us at the Ohio Union?*

*National Wildlife Federation, Sierra Club, student groups and local residents gather to hear President discuss climate action in his final State of the Union address*

Columbus, OH: On Tuesday, January 12, 2016, environmental organizations, student groups, and concerned citizens from around Central Ohio will gather to watch President Barack Obama's final State of the Union Address. Join those who will be closely listening for the President to discuss the next steps in his plan to support meaningful climate action that will protect our nation's air and water while encouraging investment in clean energy.

WHAT: State of the Union Watch Party  
Refreshments provided

WHO: Environmental groups  
Clean Power Plan supporters  
OSU student leaders

WHERE: Woody's Tavern in the Ohio Union  
The Ohio State University  
1739 North High Street  
Columbus, OH 43210

WHEN: Tuesday, January 12, 2016  
Doors open at 7:30pm  
State of the Union coverage begins at 9:00pm

# Press releases

- ▶ Meat of your event or announcement
  - ▶ Sent to supplement your event or can stand alone
  - ▶ Does your headline capture attention?
  - ▶ Is it newsworthy and timely?
  - ▶ Do you have citations for your information?
  - ▶ Do you have quotes from those impacted?
  - ▶ Is there contact information?
  - ▶ Can you direct them to websites or reports for other information or visuals?
- 

Read the report at [NWF.org/TickedOff](http://NWF.org/TickedOff)

Contact: Tracy Sabetta, 614-581-2907  
[tsabetta@initiativeohio.com](mailto:tsabetta@initiativeohio.com)



## Report: Climate Change Threatens America's Cherished Outdoor Experience *Stressful Weather Conditions Exacerbate Pests in Ohio*

Columbus, OH (August 19, 2014) – Climate change is creating favorable conditions for many bothersome pests, increasing their numbers and expanding their ranges, according to a new report released today from the National Wildlife Federation. *Ticked Off: The Outdoor Experience and Climate Change* explains how manmade climate change has provided stressful new changes for the outdoor world. Citing from the best available science, the report goes on to explain how climate change is already increasing numbers of mosquitoes, ticks, poison ivy and other annoying pests and plants, making the outdoor experience less enjoyable.

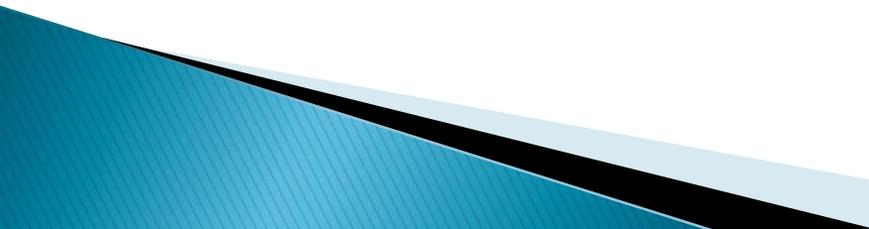
“Americans love being outdoors. Outdoor sports like hunting and fishing are treasured American traditions,” said Frank Szollosi, Manager of Regional Outreach Campaigns for the National Wildlife Federation. “But who wants to go fishing in dead streams full of algae amid mosquitoes?”

Climate change is bringing stressful new changes to the outdoor world, and without proper actions, conditions will only worsen. In Ohio, examples are being seen among the tick population. “Black-legged deer ticks were

# Pitching your story

- ▶ Develop a media list and keep it updated
  - Watch for stories on your issue and make a note of the reporter and their contact information
- ▶ Send a media advisory in writing, follow up
  - Personal call gives you the opportunity to make your case and gauge reporter interest
- ▶ Television pitching is challenging but crucial
  - News directors need a reason why your story is more important than a house on fire

# How can you make it sexy?

- ▶ Make a clear connection as to why this is important to the local area of the outlet
    - Do you have local statistics?
    - Do you have a local or recognizable spokesperson?
  - ▶ Frame the issue as one they have never covered before—new angle, new messenger
  - ▶ Make it timely
    - This is something everyone will report today and by tomorrow it will be old news—don't miss out!
- 

# How can you make it sexy?

**MEDIA ADVISORY**

**May 29, 2014**

## **Monday News Conference to Tout New Carbon Pollution Standards: Outline Jobs, Public Health Benefits for Ohio**

*Standards Will Address Leading Cause of Climate Change and Protect  
Health & Boost Economy*

Columbus, Ohio – Business leaders, public health advocates, and conservationists from across Ohio will host a telephone news conference on Monday, June 2nd, at 2:00pm ET to discuss a newly announced Presidential proposal to limit the carbon pollution from power plants causing climate change. Speakers will outline the positive impacts of the precedent-setting standards, as well as accompanying energy efficiency and clean energy investments, for Ohio citizens, businesses and natural assets.

# Letters to the Editor

- ▶ Voice opinions, does not have to be balanced
  - ▶ Demonstrates readers are paying attention
  - ▶ Local messengers are always more successful
  - ▶ Local messages get more attention
  - ▶ Newspapers do not have to print them
  - ▶ May run them online only
- 

# Letters to the Editor

- ▶ **Be polite.** Comment on actions or policies. Avoid personal attacks.
  - ▶ **Be specific.** If you are responding to an article, mention the date and/or title of the article.
  - ▶ **Stick to one topic.** Deal with only one issue in one letter.
  - ▶ **Stick to YOUR topic.** Do not repeat your opponent's arguments or take the myth/fact approach. Restating a contrary position only serves to put it in print once again.
- 

# Letters to the Editor

- ▶ **Use facts and figures to back up your arguments.** Talking points and reports.
  - ▶ **State your qualifications,** if useful to the letter.
  - ▶ **Be concise.** Short letters are more likely to be printed, stick to 200–300 words.
  - ▶ **Be original.** Do not copy talking points or materials verbatim. Use your own voice and story.
- 

# Editorial boards and op-eds

- ▶ Editorial board meetings aim to influence opinion pieces written BY THE PAPER
- ▶ Issue experts and personal stories are critical to successful editorial board meetings
- ▶ Both tactics are to be reserved, limited bites at the apple



## Ohio's nuclear bailout bill will hurt children's health: Aparna Bole and Kristie Ross (Opinion)

We urge Ohio lawmakers to oppose those provisions of House Bill 6 that would weaken Ohio's clean energy standards and thereby harm our children, write Drs. Aparna Bole and Kristie Ross of Cleveland.

## OPINION



## Editorial: AG Dave Yost should take his own advice on tax-funded promotion

Dave Yost was a good state auditor. So far it looks like he'll be a pretty good attorney general, too. But his oversized appetite for self-promotion threatens...

Updated at 6:37 AM

# TV and Radio Interviews

- ▶ May be live or recorded
- ▶ Keep answers short, repeat points, friendly
- ▶ Do not let reporters lead you astray
- ▶ It is perfectly fine to say you don't know the answer
- ▶ If you can't answer question, employ the Art of the Transition!!
  - That is an important issue that many people are working on. But today, we are focused on...
  - Not really sure about that, but let me tell you what I do know...

# Preparing for an interview

- ▶ What is your main message point?
    - Be familiar with the talking points and be sure you can clearly restate it a number of different ways
  - ▶ Is there opposition to your message?
    - Know their typical argument against your message and be prepared with a counter point
  - ▶ If you do not know the information, do not make up an answer
- 

# Social Media Tools

- ▶ Component of your campaign that fits into the overall strategy, cannot stand alone
  - ▶ Social media is meant to help spread your message, increase your supporters, and motivate people to action
  - ▶ **Twitter Annual Advertising Revenue in 2010=\$45,000,000**
  - ▶ **Twitter Annual Advertising Revenue in 2018=\$3,042,360,000**
  - ▶ There are over 69 million Twitter users in the US.
  - ▶ Roughly 46% of Twitter users are on the platform daily.
  - ▶ Facebook passed **1.23 billion** monthly active users, 945 million mobile users, and 757 million daily users.
- 

# Social Media Tools

- ▶ Follow reporters and they may follow you back
  - ▶ Tweet out event information to specific reporters that you may want to target
  - ▶ Send photos out to reporters over social media that they could use online or for stories
  - ▶ Blogs are a great way to get the message out
  - ▶ Use social media to amplify the coverage that you do get from more traditional media
- 

# ##Social Media Tools

**2X**

Tweets with hashtags receive 2X more engagement than those without hashtags.

**21%**

Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.

**17%**

Tweets that use more than two hashtags actually show a 17% drop in engagement.

# Social Media Tools

**Ohio Consumers Power Alliance**  
@OHconsumerpower

Following

FirstEnergy Solutions by the numbers:

- HB6 provides \$170m in bailout funds
- PUCO allows company to keep \$42 m in "excessive earnings"
- Budget ensures they can price-gouge their customers
- \$1.3m in campaign contributions in last 2 yrs

It's out of hand



Consumers' office says FirstEnergy amendment will lead to 'price gouging'  
COLUMBUS — The office charged with defending Ohio consumers in utility matters says a House-added budget provision would subject 1.1 million FirstEnergy cust...  
ohio.com

**Tracy Sabetta**  
@tsabetta

Supporters of HB 6 have insisted that this consumer-funded bailout would somehow save customers money.

Today, the truth is out.

According to @OECActionFund, Ohio residential consumers would pay \$6.11 more each month. Time to do the math!

#NoOnHB6

The Real Monthly Cost of House Bill 6:  
**\$6.11 per month increase per Ohio Family**  
A total cost of \$312 million per year to Ohio families

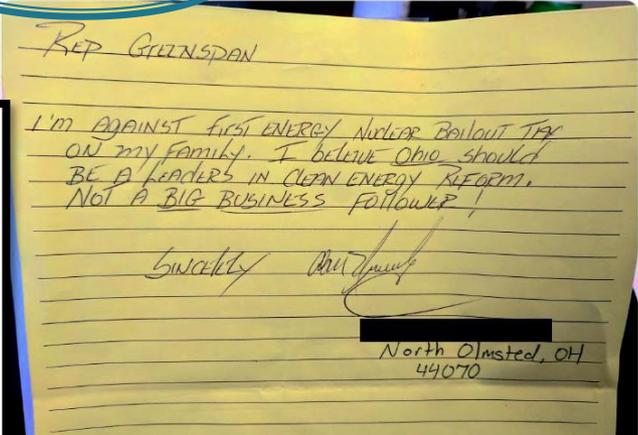
CURRENT LAW: Average Monthly Electricity Bill Impact of Residential Renewable Portfolio Standards (RPS), Energy Efficiency & Peak Demand	HOUSE BILL 6 (As Introduced): Average Monthly Electricity Bill Impact
Electric bill without surcharges \$1.00	Electric bill without surcharges \$1.00
RPS Charge +\$0.74	Ohio HB 6 bailout Charge +\$2.50
Energy Efficiency/Peak Demand Charge +\$5.36	Energy Efficiency Savings 0
TOTAL \$104.10*	<b>Total bill \$102.50/month</b>
*The Real Rate to House Bill 6, pages 2-8	
Energy Efficiency SAVINGS -\$7.71	
<b>Total bill \$96.39/month</b>	

\*Not included in the calculation above is the further savings achieved through energy efficiency and renewable energy's "subsidize price suppression" effect. The "subsidize price suppression" effect of reduced overall electricity demand is estimated to be \$1.00 per month per household. Staff has estimated that the price suppression effect of the energy efficiency and renewable energy savings is \$1.00 per month per household. The total savings achieved is \$1.00 per month per household.

**Ohio Citizen Action**  
@OHOCitizenact

Following

Alan U. from North Olmsted: "I believe Ohio should be a leader in clean energy reform. NOT a Big Business follower!"  
Rep. @DaveGreenspan, what do you want Ohio's legacy to be? We're counting on you to make the right call.  
#NoOnHB6 #NoNukeBailout



**Rep. Casey Weinstein**  
@CaseyforOhio

Follow

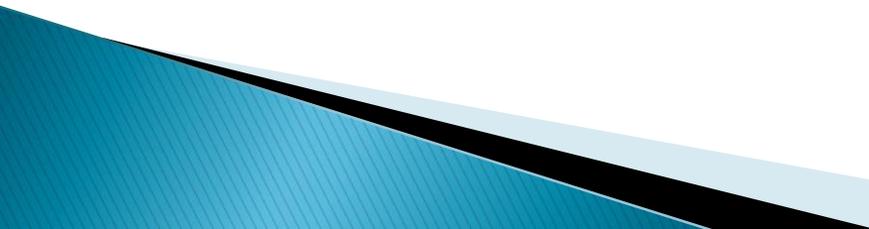
Thank you First Energy Solutions for confirming publicly to me today that, in addition to nuclear, this bill also bails out and charges ALL OHIOANS for your coal and gas assets too. #HB6

**Ohio Beyond Coal** @OhioBeyondCoal  
Rep Weinstein points out that under HB6 plants that have made a "historical contribution" to reducing carbon emissions are eligible for subsidies. "This isn't just a nuclear subsidy bill. This is a nuclear, coal, & gas subsidy bill."  
#NoOnHB6 #NoNukeBailoutTax #OhiosEnergyFuture

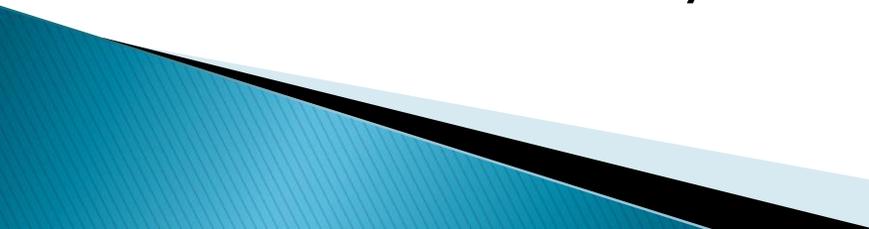
7:15 AM - 8 May 2019 from Columbus, OH

50 Retweets 64 Likes

# Helpful tips

- ▶ Have message discipline
    - Regardless of how badly you might want to, do not stray from your main message
  - ▶ Respect the reporter's time
    - Return their calls quickly
    - Do not send too many emails, you want yours to stick out when you have an important event
    - Use enough evidence and data to establish yourself as the expert on the issue, but do not bury the message
- 

# Helpful tips

- ▶ Keep things as local as possible
    - Utilize local or county data when accessible
    - Work with local messengers or experts when possible
  
  - ▶ Make their jobs easy
    - Ensure your quotes have been approved
    - If you list a media contact, make sure they are available during that time
    - Provide as much information as you can initially and be prepared to offer follow up resources
    - Tweet the story back at the paper or reporter
- 

# Now it's your turn

- ▶ Write a media advisory for an upcoming event
  - ▶ Public health leaders speak out in support of action on climate change
  - ▶ Remember to include the **hook**, who your **speakers** are, why it is **important**
  - ▶ **Headline**, brief **summary**, then **who**, **when** and **where**, and **contact information**
- 

# Now it's your turn

- ▶ American Academy of Pediatrics is releasing a study linking an increase in the frequency of children's asthma attacks to carbon pollution
- ▶ Your speakers are:
  - Dr. Bob Roberts, AAP
  - Dr. Lisa Carr, Cleveland Clinic
  - Kelly Green, mother of asthmatic child

**HEADLINE, CONTACT INFO, WHO, WHEN,  
WHERE, SUMMARY, HOOK, VISUALS**



It does matter...

OGLETHORPE SCHOOLS CHANGE POLICY

# Threat disrupts plans to meet about threats

By Crystal Owens

[crystal.owens@onlineathens.com](mailto:crystal.owens@onlineathens.com)

Oglethorpe County schools officials were mak-

the Oglethorpe County High School gym about 12:45 p.m., claiming that a bomb would go off by 1 p.m., said Sheriff Mike

It REALLY does matter...



# Tiger Woods plays with own balls, Nike says

BY DAVID KRAVETS  
AP Wire

SAN FRANCISCO — Tiger Woods  
indicated "the Tiger Woods" golf  
clubs were made for him.

...made from polymer and steel balls  
for long players," Kelly said. "Slight  
modifications and modifications would  
be made to their equipment for  
their game."

...the same as your own.  
That incident, he said, became  
Callaway was existing approval of  
the new ball by the United States Golf  
ing Association, so the company's pro-

...used players over with a different con-  
struction and performance character-  
istics especially made for him — or  
not available to the general public  
the next week.

# Thank You!

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