

ROSE FOUNDATION 2024 GRASSROOTS CONVENING/ ENCUESTRO ANUAL DE CAPACITACIÓN 2024

Session 3: Harnessing the Media: How to Craft an Effective Pitch / Sesión 3: Aprovechar los Medios: Cómo Elaborar un Discurso Eficaz

October 18th (virtual) 12 – 1:30pm

- Aurora Heying: Please feel free to share your experiences working with the media. / No dude en compartir sus experiencias trabajando con los medios.
- Lucia Alcala: Brand new, learning
- Rose Lynn Abesamis-Bell: I am new to talking to media
- Elva Yanez: I've had a lot of media experience, but not so much more recently. I'm interested in how to best release and follow up with press releases in an online environment.
- Tom Infusino: Hoping to get insights on how to get big stories from my local county (Calaveras) into the larger regional media outlets - S.F. Chronicle, Sac. Bee, Stockton Record
- Janet Nazy: My degree is in journalism long ago, and I've had a fair amount of practice working with media, though not as much recently.
- Corinne Haskins: little interaction with media
- Edith Thacher: New to working with the media. Trying to figure out how to get the attention of the reporters who write on topics in our area.
- Ashley Anderson: Some experience but always looking for ways to improve
- Laura Fernandez: No experience interacting with media, but work with grassroots leaders that often rely on media advocacy
- Susan Liley: We had our first buyout a few months ago the home was torn down yesterday! yesterday.
- Tania Abdul: Unfortunately social media squelches issue-based content now.
- Laura Fernandez: The juice to the story
- Edith Thacher: news hook - what gets the reporter or audience interested.
- Janet Nazy: something to catch the reader's eye
- Tania Abdul: Heard the term and very curious how to create one!
- Timothy Bell: What issue that you are working on do you wish got more coverage by the media? / ¿Qué tema en el que estás trabajando te gustaría que tuviera más cobertura por parte de los medios?
- Janet Nazy: We work on Climate Change in our county. It's hard to get Seattle media to cover, because even though they are supposed to be regional they mostly cover Seattle.
- Tania Abdul: Our campaign to clean up a radioactive and toxic contaminated Navy shipyard before sea level rise makes it a terrible catastrophe, and to take care of the people who have already been harmed by it has been going on for years, but local tend to think the problem has already been solved.

We want to catapult this up to national attention, which is necessary when struggling against the US Navy and US EPA. We're running out of time to make a difference before this Superfund site is deemed "ready for development" so we have an urgency hook.

- Omer Ahmed: Just want to affirm folks who have been trying to get coverage, its not always a reflection of your skills, Weare also in an election season which makes getting media attention that much more difficult
- Tom Infusino: It helps to have a monthly column in the local paper to keep your issues in the news throughout the year.
- Sarah Bucci: That's a pretty good get! Tom, is this something you have experiencewith? If so, it is something you asked for or were approached to write?
- Tania Abdul: How did the Flint water crisisbecome nationally known?
- Sarah Bucci: This is a great question, Tania. The contamination in Flint has been known for years before it started to get covered by national outlets. Local news and local organizations were talking about this starting in2014 and it didn't really become a national crisis until 2016 (if I'mremembering correctly). There were many, many large public events like community hearings and there was evidence that the local officials and EPA was not listeningto the people and so they raised the alarm to get the kind of attention they needed. I think there were also some public health "whistle blower" types that were the trusted messengers who become the spokespeople for what was happening.
- Nicole Lampe, Water Hub: New story on the refinery walks I mentioned:
<https://ictnews.org/archive/idle-no-more-in-san-francisco-co-founder-nina-wilson-walks-refinery-route>
- Tom Infusino: We wrote monthly letters to the editor, and she decided to make it a monthly column with our logo beside it.
- Nicole Lampe, Water Hub: And, CAUSE on howthey stopped a gas plant in Oxnard:
<https://causenow.org/content/oxnard-california-city-stopped-gas-plant>
- Tom Infusino: One lady brought her clogged well filterto the Board of Supervisors meeting in Calaveras County. Very powerful.
- Laura Fernandez: 100%
- Tania Abdul: Such an important responsibilitywhen being the agent to draw media attention!!
- Tom Infusino: We don't work with a digital media outletin our community because it allows anonymous comments and has become a comfortable place for trolls to verbally attack people in reports.
- Edith Thacher: How do you build your list of who tosend emails and press releases to?
- Edith Thacher: thank you for the offer!
- Tom Infusino: Our media coordinator got approached to run for local elected office.
- Aurora Heying: Here are some usefulresources:
Media Planning Worksheet- <https://rosefdn.org/wp-content/uploads/Media-planning-worksheet.pdf>
Media Tips for Frontline Organizations- <https://rosefdn.org/wp->

[content/uploads/Media-Tips-for-Frontline-Organizations-June-2021-reformatted.pdf](https://rosefdn.org/wp-content/uploads/Media-Tips-for-Frontline-Organizations-June-2021-reformatted.pdf)

Aquí hay algunos recursos útiles:

Hoja de trabajo de planificación de medios - <https://rosefdn.org/wp-content/uploads/Hoja-de-trabajo-de-planificacion-de-medios.pdf>

Consejos de medios para organizaciones de primera línea - <https://rosefdn.org/wp-content/uploads/Consejos-de-medios-para-organizaciones-de-primera-linea.pdf>

Timothy Bell: We are now in a question and answer period. The floor is open to anyone who wants to ask questions or share stories about successes and challenges. / Ahora estamos en un período de preguntas y respuestas. La palabra está abierta a cualquiera que quiera hacer preguntas y compartir historias sobre éxitos y desafíos.

Nicole Lampe, Water Hub: <https://waterhub.org/envisioning-central-valley-2040/>

Sarah Bucci: Yes! Sometimes you need to think outside traditional outlets - first I've heard of cat influencers helping out! Love it

Sarah Bucci: Can be easier said than done sometimes! Haha

Timothy Bell: The recordings and slides of all the sessions will be available on the Rose Foundation website and emailed to registrants after the session. / Las grabaciones y presentaciones de todas las sesiones estarán disponibles en el sitio web de Rose Foundation y se enviarán por correo electrónico a los inscritos después de la sesión.

Edith Thacher: Thanks for the good ideas. I realized during this presentation that we need to tie our situation to a bigger and better known situation. I will try referring to Forever California in Solano County - which is getting lots of press, locally and nationally.

Timothy Bell: Thank you Sarah, Maraid, & Nicole for leading these trainings! / ¡Gracias Sarah, Maraid, y Nicole por liderar estos entrenamientos!
Thank you everyone for joining us! / ¡Gracias a todas por unirse a nosotras hoy!

Elva Yanez: Thanks you for this workshop—very helpful. I appreciate the focus on water issues. Thank you Aurora!

Aurora Heying: We want your feedback! Please take a moment to fill out this survey about today's session: <https://forms.gle/rDCYiHpP9BvXnqut9>
¡Queremos sus comentarios! Tómese un momento para completar esta encuesta sobre la sesión: <https://forms.gle/QoJBr2PGULj4fhrNA>