SHIFT THE BAY: MEDIA RELATIONS BEST PRACTICES TRAINING

August 2021

girls
inc.

NCLR
NATIONAL CENTER
FOR LESBIAN RIGHTS

CALIFORNIA IMMIGRANT
POLICY CENTER

NATIONAL
DOMESTIC
WORKERS
ALLIANCE

UFW FOUNDATION
La Fundación de la Unión de Campesinos

HUMANITY
UNITED

SEIU

DECLARATION FOR
AMERICAN
DEMOCRACY

PUBLICCITIZEN

OCEANA

Union of
Concerned
Scientists

JOBS
TO MOVE
AMERICA

LC
Our Earth Is Worth Fight

clf
conservation law foundation

DREAM
CORPS

Vera
INSTITUTE OF JUSTICE

MacArthur
Foundation

CLOSED
LOOP fund

THE
CENTER
FOR
POPULAR
DEMOCRACY

WILLIAM + FLORA
Hewlett
Foundation

Habitat
for Humanity

350.org

GREENPEACE

UNIVERSITY
OF
CALIFORNIA

GLAD
LEGAL ADVOCATES
& DEFENDERS

ALLIANCE for the
GREAT
LAKES

FEEDING
AMERICA

Center on
Budget
and Policy
Priorities

Othering
& Belonging
Institute

shift the bay

advancing housing and racial justice

Search Go

Tools for You | Grow Your Skills | Join Our Network | Narrative Shift in Action | About Us

SEIZE THE NARRATIVE ON HOUSING JUSTICE

Imagine a Bay Area where we are bold enough, courageous enough, ambitious enough to embrace the cause of **housing justice for all**.

We have research-driven and field-practiced strategies, tactics, and messages that can help us grow public support and political will, that can change hearts and minds, and seize this powerful moment to drive new narratives for our movement.

Now, we just **need you to join us.**

TOOLS FOR YOU

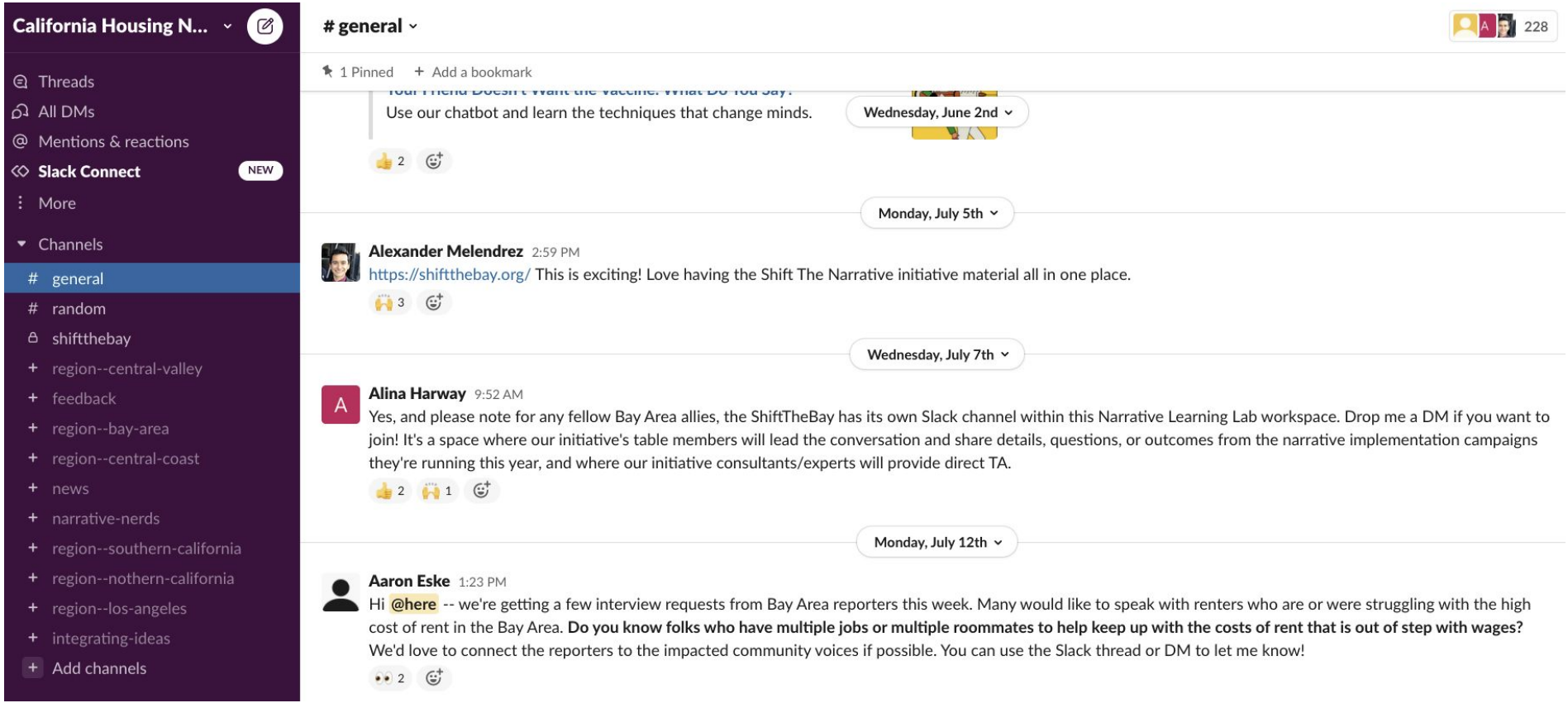
MEDIA RELATIONS | MESSAGING | ORGANIZING | STRATEGIC COMMUNICATIONS | ALL

SHIFT THE NARRATIVE PLAYBOOK

MESSAGE GUIDE

QUICK REFERENCE MESSAGING GUIDE

INTRODUCING: SLACK



WHAT TO KNOW ABOUT SLACK

What we'll use Slack for:

- Quick questions, discussions, brainstorms
- Communicating time-sensitive requests (media interviews!)
- Sharing relevant housing justice news

Need help setting up Slack? Email us!

- Rosa Colman, rcolman@mrss.com
- Rebecca Steadly, rsteadly@mrss.com

Slack tips:

- You can be part of larger groups or channels (i.e. Shift the Bay) or message folks individually or in small groups
- Has a desktop and phone apps
- Typing @here will notify everyone in the channel who's currently online

WHAT ARE WE GETTING INTO TODAY?

WHAT'S SPECIAL ABOUT PITCHING BAY AREA JOURNALISTS?

PR TACTICS & TOOLS

PITCHING PRESS

THE 411 ON JOURNALISTS IN THE 415

Building reporter relationships - even now

- Show that you regularly follow their stuff -- send short emails, ❤️ and RT their tweets
- Create Twitter lists and follow what's going on with them
- Be responsive & a resource for data + voices
- Connect them to other information or orgs
- Meet them if you can -- even a phone "coffee"

The art of reporter follow-up

- Pitching doesn't end at "send"
- Phone calls still work!
- Short & sweet emails tend to work best
- Space it out & follow up with new info or tie to current events

Local impacted community voices are extra important to Bay Area reporters.

The Mercury News

EAST BAY TIMES

Marin Independent Journal

San Francisco Chronicle

SFGATE

The **solar system** of Bay Area media outlets is confusing.

EL TECOLOTE

SAN JOSÉ spotlight

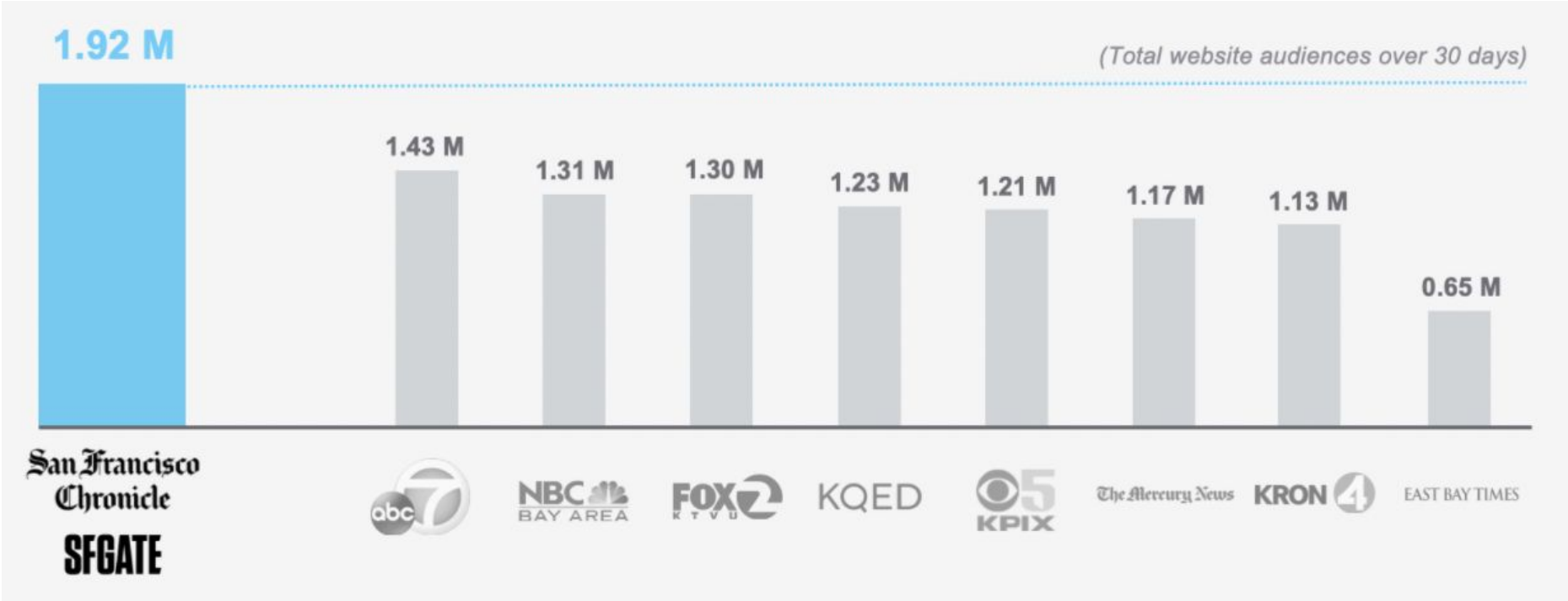
San Francisco BayView National Black Newspaper

MISSION LOCAL

local news for a global neighborhood

THE OAKLANDSIDE

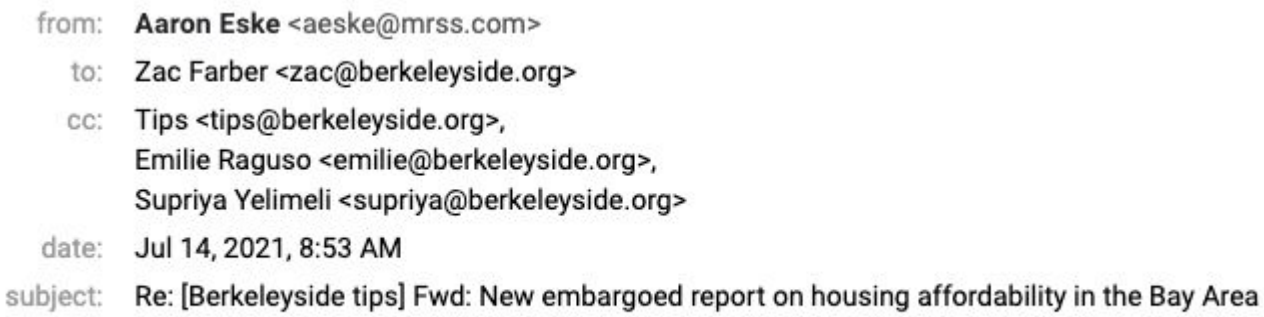
Smaller outlets matter. The Bay Area's press corps is close, supportive, and paying attention to each other's work.


1.92 M
(Total website audiences over 30 days)
1.43 M
1.31 M
1.30 M
1.23 M
1.21 M
1.17 M
1.13 M
0.65 M
San Francisco Chronicle
SFGATE
abc 7
NBC BAY AREA
FOX 2 KTVU
KQED
CBS 5 KPIX
The Mercury News
KRON 4
EAST BAY TIMES

Reporters care about and understand this issue **first-hand**. And they share the goals of bringing in equity and housing justice into their coverage.

It’s ok to reach out to **more than 1 reporter** at an outlet.

Housing justice is an issue many are covering.



from: **Aaron Eske** <aeske@mrss.com>
to: Zac Farber <zac@berkeleyside.org>
cc: Tips <tips@berkeleyside.org>,
Emilie Raguso <emilie@berkeleyside.org>,
Supriya Yelimeli <supriya@berkeleyside.org>
date: Jul 14, 2021, 8:53 AM
subject: Re: [Berkeleyside tips] Fwd: New embargoed report on housing affordability in the Bay Area

Bay Area TV news does not go deep on many issues.

Local radio, papers, and online outlets are better bets.

QUESTIONS?

PR TACTICS & TOOLS

REPORTER BRIEFINGS

One-on-one background conversations with reporters that allow for a deeper dive into an issue, an organization's work and their point of view

Reporter briefings

- Great for relationship building
- Can happen in-person or via phone
- Used on ongoing basis, but good for startup of new campaign / initiative
- Takes pressure off reporter to write right away (but, sometimes can result in a story!)
- Usually more for background, but should expect it on-the-record

OP-EDs & LTEs

Opinions and letters to editors

LETTERS TO THE EDITOR
150-200 WORDS

Submission: letter on County PG&E settlement funds -- $10 million for housing solutions

Audrey Baker <abaker@mrss.com> Fri, Oct 9, 2020, 3:22 PM
to jim.sweeney, letters

Hi Jim,

I'm writing to submit the below letter to the editor by **Jen Klose**, the executive director of Generation Housing, an independent housing advocacy nonprofit based in Sonoma County. Jen's letter responds to Guy Kovner's article, Sonoma County agrees to spend $35 million of PG&E settlement on fire prevention, affordable housing.

In the piece, Jen says that the Sonoma County Supervisors' allocation of $10 million in PG&E settlement funds to housing solutions is a huge win for our community, explains what the RED housing fund is, and calls on the City of Santa Rosa to allocate funds similarly.

Are you interested in running this piece? I'm including Jen's contact info below, but please reach out if you need anything else.

Best,
Audrey

--
Audrey Baker
650-346-1923 (m)
on behalf of Generation Housing

+++

The Press Democrat

Saturday's Letters to the Editor

Money for housing

EDITOR: The Sonoma County supervisors' allocation of $10 million in PG&E settlement funds to housing solutions is a huge win for our community that will have generational impact.

The county's $10 million is contingent on the city of Santa Rosa matching the amount from its PG&E settlement. That combined $20 million would seed the Renewal Enterprise District housing fund, a revolving loan fund that works to bridge financing gaps for housing construction.

Following the 2017 wildfires, Sonoma County adopted the goal of building 30,000 housing units, including 16,500 desperately needed affordable homes. The need was and remains urgent. But It's expensive to build in Sonoma County. The innovative Renewal Enterprise District fund would provide a crucial local source of financing to get these housing communities built.

More affordable housing means more people can stay in our county and live closer to their work and the heart of their community. More affordable housing means that our community members can do better than just "make rent" — they can thrive.

We look forward to the city of Santa Rosa prioritizing housing solutions for our community and future generations by matching the county's investment in the Renewal Enterprise District.

JEN KLOSE

Executive director, Generation Housing

Ad

OP-EDS
600-800 WORDS

Best use of County's PG&E settlement money

Posted on August 21, 2020 by Sonoma Valley Sun

Just as our community is facing an unprecedented housing, health, and economic perfect storm, the City of Santa Rosa and Sonoma County received their $245 million PG&E settlement dollars this month – an equally unprecedented and singular opportunity to take action toward solving these crises.

As our elected leaders are deciding how to allocate these funds, it is imperative that they listen deeply to the needs of their community. During last week's Sonoma County Supervisors meeting about how to allocate these funds, a clear theme stood out: let's use this money for more than one-time spending and fixes. Let's leverage it and invest in our people, our homes, and our future.

For example, Charlotte Borg, a former Sonoma State University student, who, after losing her home in the 2017 fires, explained the impact of the pandemic on her family, leaving them with only one income and mounting bills. Her voice cracked during public comment as she pleaded with the Supervisors to fund rent or housing relief measures soon. Nearly every resident who made public comments said that at least some of the PG&E settlement dollars should be used to "keep people housed."

Here at Generation Housing (Gen H), we couldn't agree more. We must seize this one-time opportunity to work toward solving our housing crisis, and invest in the following initiatives:

Create a COVID-19 Rent Assistance Fund**.** We have a moral and economic obligation to dedicate some of the PG&E settlement funds toward a rent assistance fund for our neighbors who are out of work and being left behind by the federal government. We estimate the immediate need for six months of rent relief for our Sonoma County neighbors to be $28 million.

Fully seed the Renewal Enterprise District's Housing Fund. We have a special opportunity to seed the Renewable Enterprise District's housing fund to seal the deal on new affordable housing developments and jobs in Sonoma County for years to come. Developers are ready to build in Sonoma but they need the government to help close the financial gap and these funds (approximately $20 million) could do that right away.

These initiatives add up to just 11 percent of the City and County's combined PG&E settlement. That means there's still more funding available for unmet fire recovery needs and fire prevention investments among other priorities for our region. And by investing in housing and the local jobs that come with building more housing, we can keep thousands of our neighbors in their homes, make a leap toward solving our housing crisis, and jumpstart our economic recovery.

We encourage all community members to submit comments to the County Supervisors and Santa Rosa City Council before September 4. We must keep thousands of our neighbors in their homes, make a leap toward solving our housing crisis and jumpstart our economic recovery.

Jen Klose is executive director of Generation Housing, an independent housing advocacy nonprofit based in Sonoma County.

Steps to submitting an op-ed

1. Pre-pitch editor at ⭐ outlet before you write (optional)

Before putting in all the time to writing an op-ed, you can test-run the idea by the editors at the outlet you most want to publish it. They'll give you a sign about whether or not they're interested.

2. Draft op-ed ⌨️ & make sure it includes the elements of a strong op-ed

- 600-800 words
- Novel
- Focused
- Writing
- Personality
- Stories
- Not self-promotional

3. Submit op-ed to 1️⃣ outlet at a time

Although it's ok for very timely op-eds, it's messy to submit 1 op-ed to multiple outlets at the same time. Rank your choice and submit to the top choice and so on.

4. Follow up on email with op-ed editor after 48 hours 📅 and then submit to next outlet if it's a pass

Editors are swimming in op-eds so give them some time to really read yours. Then, if an editor at 1 outlet says no, chances are that an editor at another outlet will say yes so just pitch to your next top choice.

EDITORIAL OUTREACH

Outreach to editorial board writers with the goal of influencing that outlet to write an editorial on your issue supportive of your position

Editorial outreach

- Can be in the form of an ed board meeting or a memo
- Tailor your outreach (e.g., local data)
- Link to the outlet's past stories on the subj (if possible)
- Find the right contacts
    - Big outlets: beat editorial writers
    - Smaller outlets: most likely the exec or deputy editorial board contact
- Editorial board contacts ≠ op-ed contacts (except sometimes at smaller papers)

BROADCAST

Outreach to TV, radio networks or podcasts to either secure an in-studio interview or drive cameras or reporters to your event

Broadcast

- For in-studio interviews:
  - Keep pitches short & sweet
  - Keep in mind show format (guest vs. no guests)
  - Include spokesperson bios & photos
  - Note availability and areas of expertise
  - Link to past broadcast interviews
- For events:
  - Play up visuals
  - Make sure event is on the news desk’s calendar
  - Day-of follow-up is key!

TELEBRIEFINGS

A press conference held over the phone

Telebriefings

- Good for:
  - Getting reporters on the line quickly
  - Convening experts (and reporters) who are dispersed
  - When there isn't time/capacity/$$ for a full press event or multiple interviews
- Usually used when there's:
  - Breaking news
  - Big announcements
  - New report is released
- Setup
  - Consider vendors like Communique + Zoom Webinar

PHOTO DESKS

Outreach to secure photographers to attend and cover an event

Photo desks

- Great for on-the-ground events with strong visuals
- Make sure you’re on the AP Daybook
- Photogs are not always accompanied by reporters; can come on their own!

QUESTIONS?

PITCHING PRESS

PRESS OUTREACH TIMING

When to send your pitch email or submit your op-ed.

General lead-time for reaching out to press

Pre-pitch Report: 1 Week	**Media Advisory:** 1 Week (Rsvps W/In 1-2 Days Of Event)	**Press Release:** Same Day or 1 Week Under Embargo
Op-ed + Ed Board Memo: 1-3 Weeks	**LTE:** 24-48 Hrs	**Long Lead Features:** 3-6 Months

EMAIL PITCHES

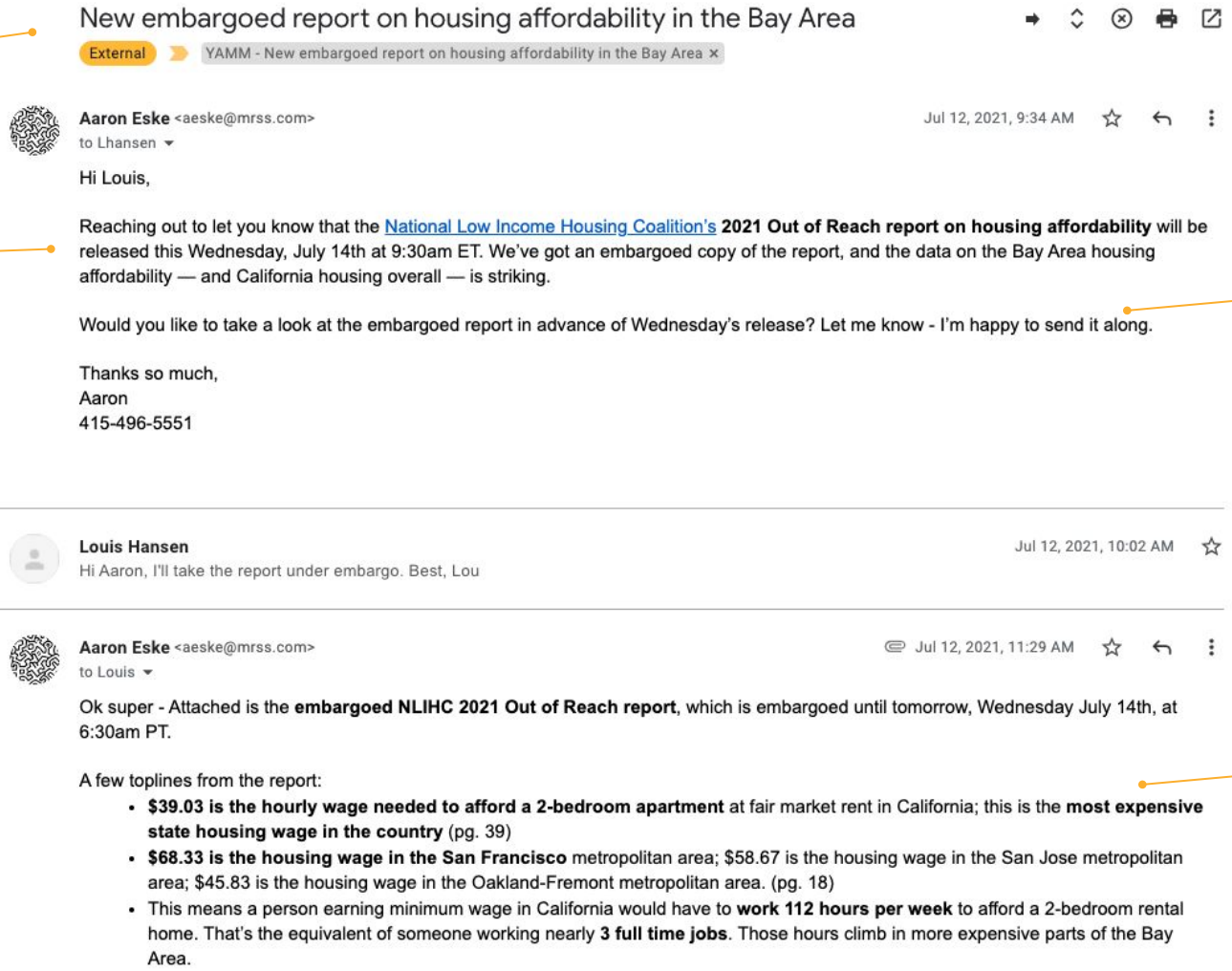
What do you say in an email pitch to a reporter?

Short, clear + timely subject line

Announce what's newsworthy early

Make it clear what you can offer them – data, stories, experts, etc.

Bold the info you want them to read



New embargoed report on housing affordability in the Bay Area

External | YAMM - New embargoed report on housing affordability in the Bay Area ×

Aaron Eske <aeske@mrss.com>
to Lhansen — Jul 12, 2021, 9:34 AM

Hi Louis,

Reaching out to let you know that the National Low Income Housing Coalition's **2021 Out of Reach report on housing affordability** will be released this Wednesday, July 14th at 9:30am ET. We've got an embargoed copy of the report, and the data on the Bay Area housing affordability — and California housing overall — is striking.

Would you like to take a look at the embargoed report in advance of Wednesday's release? Let me know - I'm happy to send it along.

Thanks so much,
Aaron
415-496-5551

Louis Hansen — Jul 12, 2021, 10:02 AM
Hi Aaron, I'll take the report under embargo. Best, Lou

Aaron Eske <aeske@mrss.com>
to Louis — Jul 12, 2021, 11:29 AM

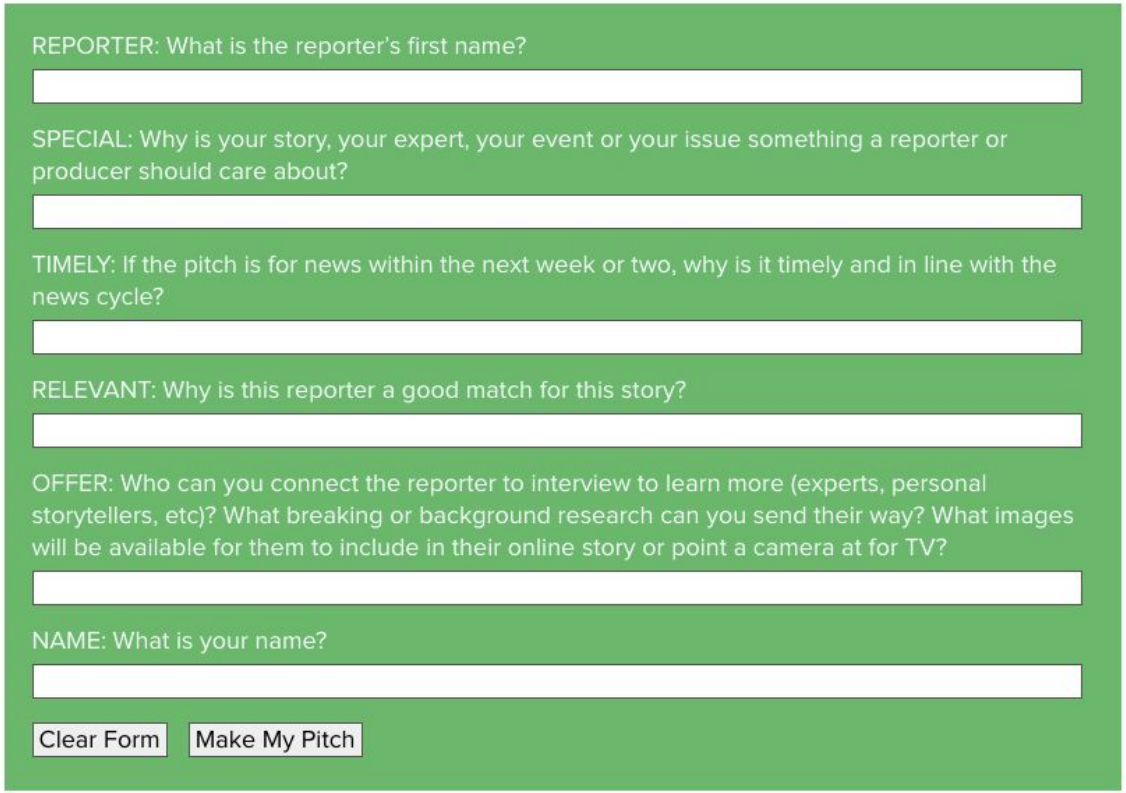
Ok super - Attached is the **embargoed NLIHC 2021 Out of Reach report**, which is embargoed until tomorrow, Wednesday July 14th, at 6:30am PT.

A few toplines from the report:

- **$39.03 is the hourly wage needed to afford a 2-bedroom apartment** at fair market rent in California; this is the **most expensive state housing wage in the country** (pg. 39)
- **$68.33 is the housing wage in the San Francisco** metropolitan area; $58.67 is the housing wage in the San Jose metropolitan area; $45.83 is the housing wage in the Oakland-Fremont metropolitan area. (pg. 18)
- This means a person earning minimum wage in California would have to **work 112 hours per week** to afford a 2-bedroom rental home. That's the equivalent of someone working nearly **3 full time jobs**. Those hours climb in more expensive parts of the Bay Area.

How to be pitch perfect

- Tailor, tailor, tailor
- Get right to the point (don't bury that lede)
- Avoid attachments & images
- Use links when you can
- Short direct subject lines
- Triple check before sending



Media Lists

	A	B	C	D	E	F
1	OWNER	OUTLET	REPORTER NAME	EMAIL	RSVP	NOTES
2	TS	Mission Local	Annika Hom	annika.hom@missionlocal.com	Yes	Asked to confirm that the discussion is on the record (yes
3	RC	KDTV (Univision)	Candy Duran	cduran@UNIVISION.NET	Maybe	She'll put it on their agenda
4	AE	KCBS	Doug Sovern	Doug.Sovern@kcbsradio.com	No	On vacation, forwarding to others in newsroom
5	AE	Berkeleyside	Emilie Raguso	emilie@berkeleyside.org	No	
6	RC	KQED (SOLD OUT Podcast)	Erin Baldassari	ebaldassari@kqed.org	No + link	Can't attend but wants link to recording
7	TS	KTVU (Fox)	Geneva Peppars	Geneva.Peppars@fox.com	Yes	
8	AE	SF Chronicle	JK Dineen	JDineen@sfchronicle.com	Maybe	Family emergency - will join if available
9	AE	AP Bay Area	Juliet Williams	JAWilliams@ap.org	No	On vacation - wants press releases in future
10	AE	SF Chronicle	Lauren Hepler	Lauren.Hepler@sfchronicle.com	No	On vacation
11	AE	LA Times	Liam Dillon	Liam.Dillon@latimes.com	Yes	
12	TS	Marin Independent Journal	Lorenzo Morotti	lmorotti@marinij.com	Yes	
13	AE	Bay Area News Group (Mercury News)	Lou Hansen	lhansen@bayareanewsgroup.com	Yes	business reporter
14	AE	East Bay Times	Marisa Kendall	mkendall@mercurynews.com	Yes	Wants to talk on phone to learn more about event
15	RC	Bay Area Reporter	Matthew Bajko	matthew@ebar.com	Maybe	He has a Zoom link. Attendance will depend on if he neec
16	TS	The Oaklandside	Natalie Orenstein	natalie@oaklandside.org	No	On vacation - requested recording when available
17	AE	CalMatters	Nigel Duara	nigel@calmatters.org	No	Recording podcast at that time
18	RC	Marin Independent Journal	Richard Halstead	rhalstead@marinij.com	Maybe	Soft maybe - he's not registered but I bumped the details
19	RC	KALW-FM (San Francisco Public Radio)	Rose Aguilar	rose@kalw.org	No	Family obligation
20	AE	SF Chronicle	Susie Neilson	Susan.Neilson@sfchronicle.com	Yes - maybe	may be driving and wants link to recording
21	RC	Telemundo	Gonzalo Rojas			
22	AE	SF Chronicle	Kevin Fagan	kfagan@sfchronicle.com	No	out of town - send recording
23	AE	Berkleyside	Supriya Yelimeli	supriya@berkeleyside.org	No	send recording

QUESTIONS?