



Reporter Relations

How to build & manage good relationships with media

Introductions



Emma Weinstein-Levey
Media Associate, Voting Rights
ReThink Media



Caitlin Rulien
Communications Manager
League of Women Voters

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SESSION GOALS

Understand reporter needs
Identify reporters
Start a plan to connect

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Today's Agenda

1. The basics
2. Finding the right reporters
3. How to genuinely engage
4. Short group exercise

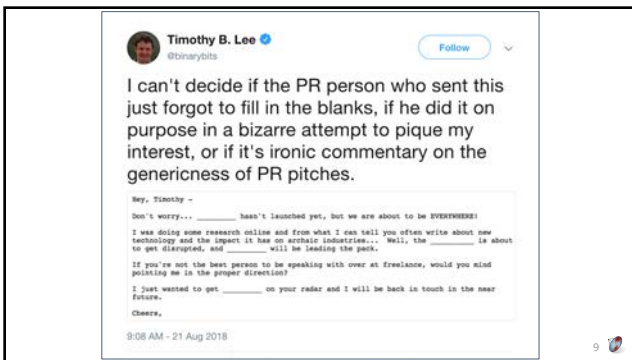
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THE BASICS



The Washington Post
 Yes, in some sense, we *are* the media. But not in the blunt way you use the phrase. It's so imprecise and generic that it has lost any meaning. It's — how would you put this? — lazy and unfair.

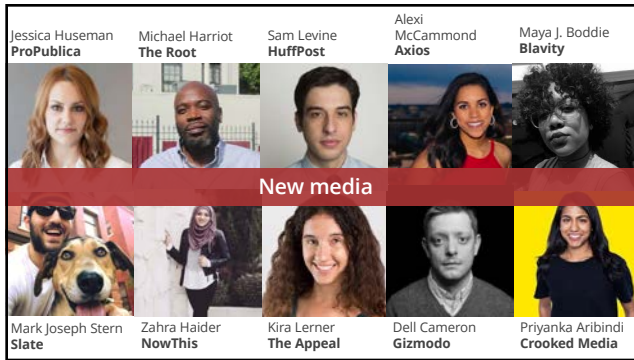
As I understand your use of this term, “the media” is essentially shorthand for anything you read, saw or heard today that you disagreed with or didn't like. At any given moment, “the media” is biased against your candidate, your issue, your very way of life.



Common roadblocks

- “The Media” as a monolith
- Quantity over quality
- Only engaging when you want something

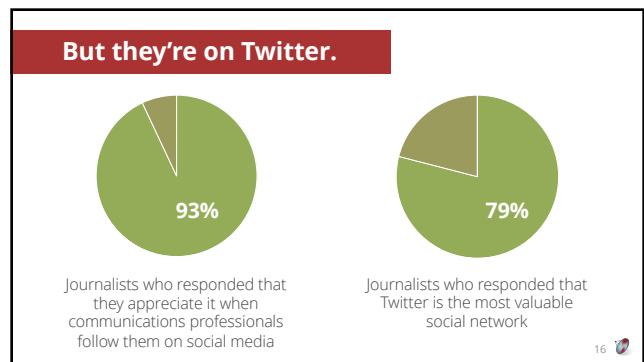
Alexa Ura Texas Tribune	Michael Wines New York Times	Ari Berman Mother Jones	Stacy Brown NNPA Newswire	Mark Niesse Atlanta Journal-Constitution
Legacy media				
Pam Fessler NPR	Lisa Mascaro AP	Van Newkirk II The Atlantic	María Peña La Opinión	Amy Gardner Wash Post



IDENTIFYING THE RIGHT REPORTERS

Each reporter is different...

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And you should be, too!

- Twitter has **330 million active** users with 69 million located in the US, and **21% of American adults are on Twitter**
- **Demographics:** 26% Black; 24% white; 20% Hispanic
- Seventy-one percent of Twitter users say they use the network **to get their news** [Pew 2018]

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Use Twitter lists to find them.

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Identifying the right reporters

- Think about your audience
- Figure out who speaks to them
- Do your research
- Treat them like humans
- Get on Twitter

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HOW TO ENGAGE REPORTERS



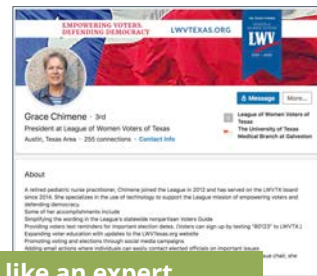
Look like an expert

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Look like an expert

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Look like an expert

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Brad Christian-Sallis
Voting Rights Field Director

About Brad
Contact Brad

Look like an expert

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Sherrilyn Ifill

NAACP Legal Defense Fund | Sherrilyn Ifill

Sherrilyn Ifill is the President and Executive Director of the NAACP Legal Defense and Educational Fund, Inc. (LDF), the foremost justice and rights law...

Look like an expert

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Key Elements of Expert Profile

Profile on Website	Social Media Presence
Photo (High Res)	<ul style="list-style-type: none"> Twitter LinkedIn
Biography	Awards & Testimonials
Areas of Expertise	Updated < 3 months
Contact Info	

Engage with humor.

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Thank you, @davelevinthal, for making a Frozen reference in this story on @RepMarkTakano's new campaign finance bill: publicintegrity.org/2015/04/07/170...

Public Integrity

Congressman to colleagues: Surrender surplus campaign cash

Rep. Mark Takano (R-Calif.) has introduced a bill that would force wealthy politicians to give up leftover election money.

View on Web

8:58 AM - 10 Apr 2015

Reply to @adamsmith @davelevinthal @RepMarkTakano

Dave Levinthal (@davelevinthal) · Apr 10

@adamsmith @RepMarkTakano Anything for the kids, man.

Engage with humor.

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The Atlantic is looking for stories about women who lead through the fight for women's suffrage. Do you have stories from your mother, grandmother, great-grandmother, or someone else close to you? Tell them at family@theatlantic.com.

I'm on a roll here. Women of Twitter: how does imposter syndrome manifest itself in your working life? What would help you overcome that? Please comment if you have a thought to share. #journalrequest

Looking to talk to Muslim women, specifically burkini wearing sisters and their experiences swimming in America. Do you have an awful experience to share? A weird one? Maybe a positive story? Do you love wearing one or avoid swimming in the States? Get in touch!

Jessica Huseman (@JessicaHuseman)

This year I'm continuing my coverage of elections and voting at @ProPublica. There may not be a federal election this year, but there are hundreds of state and local elections — help me cover them.

Slide into their DMs.

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Any headline about the @FLGovScott attempt to stop the count of #Florida votes that leads with his red herring is just irresponsible. He is suing election administrators to stop them from counting ballots. Journalists can't let his buzzwords obscure his actions & actual desires.

11:04 AM - 9 Nov 2018

46 Retweets 119 Likes


Call them in.

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Be a resource, not THE source.

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Introduce yourself.


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1. How do you prefer to be contacted?
2. When do you like to be contacted?
3. How have we done contacting you in the past?
4. On these issues, what are you prioritizing in the weeks, months ahead?
5. What kinds of new angles and sources are you looking for on this issue?
6. Is there an angle that interests you the most?
7. History with other allies and opponents?

Meet reporters for coffee.

A few more tips...



- Understand how your issues fit into their beat by doing your homework
- Articulate value, make it clear what you can offer
- Don't badmouth other allies or foes
- Respect time

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How to engage reporters

- Look like an expert
- Engage with humor
- Slide into their DMs
- Call them in
- Be a resource, not THE source
- Introduce yourself and meet for coffee

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QUESTIONS?

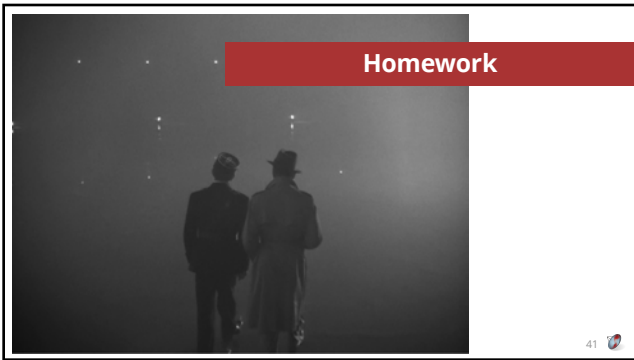
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EXERCISE

- **Identify a reporter**
 - Left side of room: legacy media
 - Right side of room: new media
- **Note their interests** (reporting and otherwise)
- **Brainstorm a first reach out**

- | | |
|---|--|
| <p>Legacy Media</p> <ul style="list-style-type: none"> • Local paper • Local network news affiliate (NBC, CBS, ABC, FOX) • State capitol news agency • A national publication you read | <p>New Media</p> <ul style="list-style-type: none"> • VICE • Bustle • Blavity • The Root • Elite Daily • Splinter • NowThis • HuffPost • Refinery 29 • Remezcla |
|---|--|

<p>Legacy Media</p> 	<p>New Media</p> 
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How ReThink Media can help

- **access to media tools, press lists, and news clips**
- **media skills and spokesperson training**
- consulting and strategic communications support
- **reporter intel/relations**
- **rapid response & crisis**
- opinion, media, and messaging analysis
- **social media strategy, content, & coordination**
- drafting, editing, pitching, and placing
- collaborative campaigns
- talking points and messaging

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