



Press Training

Stop the Frack Attack Activists

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Agenda

- ❖ Introductions
- ❖ The importance of values-based messaging and framing
- ❖ Tools of the trade
- ❖ Nailing an interview
 - Message box technique
- ❖ Q&A

The importance of media

It is the key tool to publicly elevate an issue.

It is the best way to educate the public, influence public opinion, and put pressure on decision-makers.

It helps us WIN!

Framing

Frame: A mental construct that guides how people think about issues.

Framing: Working to create, through language and messaging, a guide for thinking about an issue that gets people to understand and agree with your views.

Values-based framing is critical.

Questions to ask yourself

- Is there a good hook?
- Is it timely?
- Is it relevant to the reporter's beat?
- What's the goal and the winning message to reach that goal?
- **Who's the audience?**
- **How do I persuade that audience?**

Values-based messaging

Effective messaging to reach hearts and minds is
Values-based and taps into the audience's **Emotions**.

What are some values that we share as Americans?

Key American values

- Fairness
- Freedom
- Choices
- Better future for our kids
- Innovation
- Leadership
- American exceptionalism

Tools of the trade

EARNED MEDIA:

- Press Conferences
- Events open to the media
- Press Releases
- Op-Eds
- Letters to the Editor
- ICYMI emails
- Pitching
- Editorial board memos
- Meetings and relationship-building

PAID MEDIA:

- Print ads
- Radio ads
- TV ads
- Billboards
- Facebook ads
- Sponsored social content

Nailing an Interview



Preparation

- Framing the issue
- Knowing your audience
- Value-based messaging

An Effective Interview

- As Easy as A-B-C
 - **A**cknowledge the question
 - **B**uild a bridge from the question to your message
 - **C**ommunicate your message
- Staying on message - repetition is key
- Message box method
- Bridge method
- Reminder: you don't have to answer every question

Message boxes

Problem – Identifies and frames the issue

Solution – Identifies and frames concrete steps to fix the problem

Benefit – Connects with your audience over shared benefits, if the solution is implemented

Call to Action – Shows how target audience can work together to implement the solution

Message boxes

Problem



President Obama has made great strides in reducing climate pollution, but his accomplishments fall short of what is needed to fight climate disruption. He must keep dirty fuels in the ground

- A host of large scale mining, drilling, and fracking proposals threaten to transform our most beautiful wild places, our communities, and even our backyards, into dirty fuel industrial sites.
- Dirty fuels extraction not only destroys habitat, threatens clean water, and pollutes communities, it is a major contributor to global climate disruption.
- If just a fraction of this dirty energy was developed, the resulting carbon pollution would cancel out our country's greatest accomplishments in the fight against climate disruption--efforts like the Obama administration's new fuel economy standards.

Whether they are found beneath our public lands or the open space down the street, dirty fuels must be kept in the ground.

- Some places are too special to drill. These areas should be permanently protected and placed off limits to dirty fuel development.
- In light of the major pollution risks from oil and gas drilling, and the availability of affordable cleaner energy solutions, new leasing for dirty fuels should be halted and existing leases should not be developed.
- There are better ways to use and enjoy our lands and waters--ways that benefit American families, not just dirty energy companies.



Solution

Dirty Fuels Message Box, 3.13.14

Call to Action



President Obama should take steps to ensure that dirty fuels remain in the ground. He should embrace clean energy and climate action over an 'all of the above' energy plan.

- Climate pollution, like other dangerous air and water pollution, should be considered before dirty energy projects move forward.
- New energy projects and leasing should be focused on clean energy, not projects that further our dependence on dirty energy.
- Dirty fuel companies must be forced to pay the full cost of doing business and loopholes must be closed that allow the coal, oil and gas industry to benefit at the cost of our health, environment and future.

Keeping dirty fuels in the ground protects our special places, communities and climate.

- Healthy natural spaces result in healthy communities. They provide clean air for us to breathe, clean water to drink, and room for wildlife to live, roam and adjust to a changing climate.
- Each year millions of people go outside to recreate, spend time with family or just relax in the solitude, helping generate \$646 billion for the outdoor recreation economy.
- Taking advantage of available clean energy options, instead of sacrificing our wild legacy to dirty fuels, can create jobs, protect public health and fight climate disruption.



Benefit

Questions? Comments?

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