

Spread the Word

A guide to letters, op-eds and social media



What we will cover today:

Types of media

Message Development

Media Planning

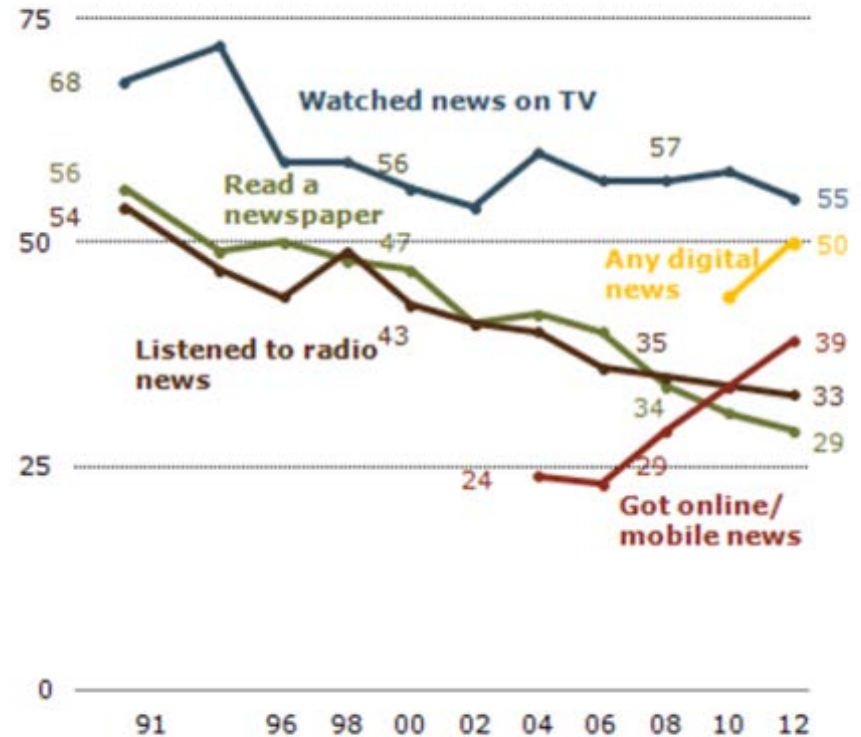
Group Exercise



The Shifting Media Landscape



Where People Got News Yesterday



PEW RESEARCH CENTER 2012 News Consumption Survey.
Q9, Q11, Q13, Q17, Q20 Q21, Q70, Q75, Q82, Q87.



Telling Your Own Story

Letters to the Editor

Short (150 words or so) reactions from members of the newspaper's community. Links and guidelines:

<http://www.oregonwild.org/letters-editor>

Guest Opinion

Longer(400-800 words depending on the paper)
pieces from individuals of authority



Getting Reporters to Cover Your Story

Press Release

Used to announce a major event or action and has all the elements of a news story

Press Advisory

Alerts the media to an event or idea, with less information

Press Availability

Informs media that a group of messengers will be available by phone or video conference

Story Pitch

Pressures a specific reporter to tell a specific story you think needs attention





Social Media

Facebook - Twitter - Snapchat - Instagram

LinkedIn - Pinterest

Google+ - YouTube - Tumblr - MeetUp - Vine



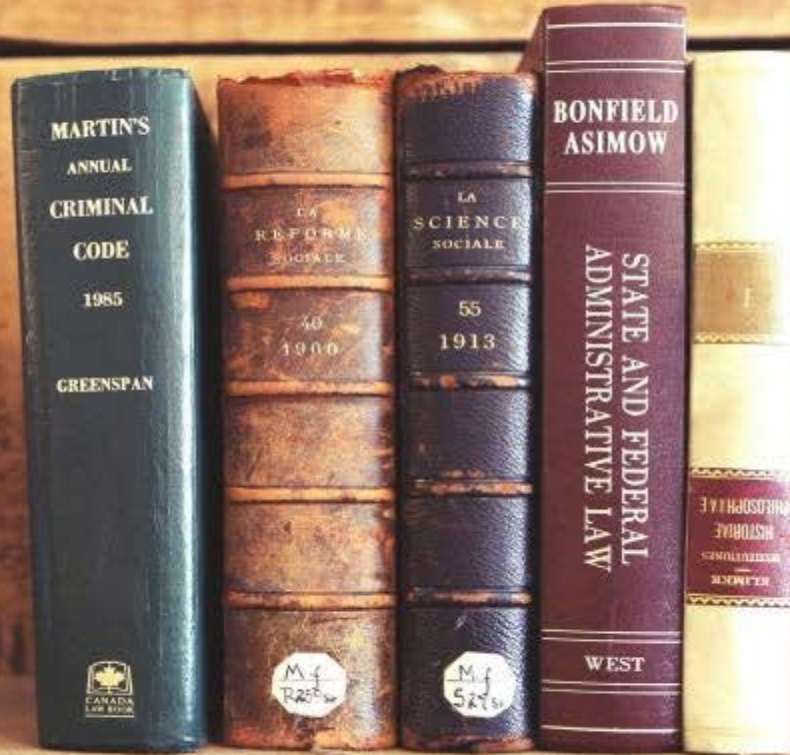
Narrative Development - The Four Elements

Audience

Message

Messenger

Setting



Audience

Who are you talking to?

Who are you trying to influence?

What do they care and worry about?

Who do they listen to?



Message

What is being
Communicated?

Value + Problem =
Solution



Messenger

Who is it and why?

Setting

Where does the story take place?

Is your message visual?





Why Should I Care?





What Values does your audience hold?

Show your *love* for all of humanity and the world in which we live by *helping* to care for our vulnerable natural environment. Help to reduce the harm done to the *environment* by taking action. By *caring* for the natural world you are helping to ensure that everyone around the world gets to enjoy *fair* access to a *sustainable* environment. Do the *right thing* by preventing the suffering of all life-forms and making sure that no one is denied their right to a *healthy planet*.

SHOW YOUR COMPASSION.

Show you love your *country* by joining the fight to *protect* the *purity* of America's natural environment. Take pride in the American *tradition* of performing one's civic duty by taking *responsibility* for yourself and the land you call home. By taking a *tougher stance* on *protecting* the natural environment, you will be *honoring all of Creation*. Demonstrate your *respect* by following the examples of your religious and political leaders who *defend America's* natural environment.
SHOW YOUR PATRIOTISM!

Health Process Prosperity Family Fairness

Faith Accountability Freedom Stewardship Security



Other Tips for Writing :

Start with a hook Take a clear position

Be concise and direct Establish Authority

Plan for your opponent's argument, but never
make it for them!





When to Write & Post

Up a creek

SIR – I am shocked and outraged by your article on Canadian Freemen, not by the content, but by the accompanying illustration (“[Freeloaders on the land](#)”, October 12th). The Royal Canadian Mounted Police officer is seated in a canoe, surely one of the most perfectly designed vessels ever, and one that continues to be a source of pleasure for Canadian paddlers every summer. The double-bladed paddle in his hand, however, is one that is used with a kayak, an admittedly sleek craft, but one that lacks the versatility and functional grace of the canoe. Few Canadians, least of all a Mountie, would confuse the two.



Michael Petrou

What Gets Published?

Local Perspective

Considers the Audience

Timely

Offers a Counterpoint



What Doesn't?

Too Long

Lack of Quality

Lack of Authority

Personal Attacks

Lack of Context



What are reporters and editors looking for?

Something New

Something surprising

Something relatable

Something that moves them

Something easy to digest

Great visuals

EAST OREGONIAN

LETTER: We got a good laugh at your population estimate for Oregon wolves. At a our last pack meeting, all were present and your count was off. For example, Reginald lives over toward Mill Creek and when he hears or spots an ODFW rig, he lopez into Washington for a few days. Rico lives in the Steens now and chooses a hunt in Idaho. Not to be outdone, Mary Alice takes the gang from the Klamath area to California. She doesn't stay too long because the pups ate something that made them sick last year.

The pack appreciates your concern, but a census report is out of the question.

A. Wolf, pack master





Social Media tips



Be Visual

Use pictures and videos to tell your story.

Be Consistent

You lose followers if you don't post consistently, year round.

Be Positive!

We want to tell people about the problem, but don't forget to also share success stories, funny stories, or moments of celebration.

Be Social!

Share the work of others, make sure your accounts are well connected. Be organized with other groups so you can help to amplify each others messages.

LIKED BY THIS PAGE



EarthFix



Zulu Nyala Country Manor



Nau

REVIEWS

3.6 ★

3.6 of 5 stars

94 reviews



Jason Gonzales

5★ Keep Oregon Wild!

I appreciate what Oregon Wild does to protect Oregon's most valuable treasures!



Oregon Wild

Published by Arran Robertson (?) · June 13 at 5:51pm · 🌐

This is a big problem.



Oregon's Toxic Air and Poisoned Water | Oregon Wild

You've probably seen the headlines about Portland's air and lead in the drinking water of schools, but the problem goes beyond that. Rural Oregonians in the Coast Range and beyond have been dealing with issues like these for decades.

OREGONWILD.ORG

8,922 people reached

Boost Post

Promote

THIS WEEK

0

Post Reach

236

Post Engagement

1

Donate Now

1

Website Click

0 of 2

Response Rate

5 days

Response Time



Oregon Wild on Social Media

On Facebook:

- Oregon Wild
- Oregon's Wolves
- Oregon Brewshed Alliance
- Devil's Staircase Wilderness
- Our BLM Backyard Forests
- Friends of Oregon's Forests
- Crater Lake Wilderness
- Friends of the Ochoco
- Oregon Wild Ones
- Oregon Forest Voices
- Protect Your Public Lands

#oregonwild #iamwilderness

#oregonforests
#protectpubliclands

On Twitter:

@OregonWild
@OregonsWolves
@OregonBrewshedAlliance

@OurBLMBackyardForests
@friendsoforegonsforests
@CraterLakeWilderness
@OchocoFriends
@ORWildOnes
@oregonforestvoices

#FridayPhoto #MondayMusing



Protecting Public Lands

BLM plan

- Timber industry calling for legislative “fix” to not enough logging in proposed plan
- Action needed:
 - See alert on www.oregonwild.org to send letter to Senators and Reps.
 - Write letters to editor
- Key talking points
 - Important for more than just timber
 - Should focus on restoration
 - Should build on protections of Northwest Forest Plan, not discard

Threats to Public Lands

- Bad legislation (HR 3650) passed out of House Natural Resources Committee June 15. More attacks likely in variety of forms.
- Action needed: Speak up for importance of keeping public lands public
 - Support and share alliance of outdoor-related businesses
<http://www.protectourpublicland.org/>
 - Support and share alliance of public-lands conservation groups
<http://www.protectyourlands.org/>
 - Write letters to editor



Reforming Oregon's Logging Laws

Who are you trying to influence?

Governor Kate Brown

State Senator Chris Edwards

State Senator Floyd Prozanski

Representative Paul Holvey



Find their contact information here:

<http://www.oregonwild.org/about/take-action/oregon-wild-ones/wild-ones-activist-toolkit>



Reforming Oregon's Logging Laws

Where will your voice be heard?

The Statesman Journal, The Register Guard,
The Oregonian/Oregonlive, The Eugene Weekly, Social Media

Talking Points

Oregon's logging laws are the weakest on the West Coast.

Everyone deserves clean drinking water, and clean air.

2/3rds of Oregon's streams have no protections from clearcut logging.

We must value our forests for more than just board feet.

&

Timber companies get too much special treatment and don't pay their fair share!

Group Exercise

What is the Threat or problem and what is your solution?

Who are you trying to influence?

Who are you talking to?

What are their values?

Outline your message.

Describe your image.

(Descriptive for print, visuals for social media.)



<http://www.oregonwild.org/about/take-action/oregon-wild-ones/wild-ones-activist-toolkit>



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