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
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
**Message**

What is being Communicated?

Value + Problem = Solution

**Setting**

Where does the story take place?

Is your message visual?

**Audience**

Who are you talking to?
Who are you trying to influence?
What do they care and worry about?
Who do they listen to?

**Messenger**

Who is it and why?
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!
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 Freemens, 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
The Social Web

- Ning
- Twitter
- Twitterr
- Plurk
- Wordpress
- FriendFeed
- Slideshare
- Picasa
- Flickr
- PhotoBucket
- Diggs
- Feedburner
- Juggle.tv
- Itunes
- Rhapsody
- Livecast
- YouTube
- Metacafe
- Ustream
- Wordpress
- Google Reader
- Callwave
- AOL Mobile
- Mobile

Created by Mirna Bard
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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.
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.

OREGWILD.ORG

8,922 people reached
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

On Twitter:
- @OregonWild
- @OregonsWolves
- @OregonBrewshedAlliance
- @OurBLMBackyardForests
- @friendsoforegonsforests
- @CraterLakeWilderness
- @OchocoFriends
- @ORWildOnes
- @oregonforestvoices

#oregonwild  #iamwilderness   #oregonforests     #FridayPhoto  #MondayMusing
#protectpubliclands
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.)
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