



(or, "DOGMA: Not just for extremists anymore!")

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**National Conference for College Women Student Leaders**

Washington, DC • June 3, 2005



An intro...

*From the book...*

### **Grassroots Media**

DOGMA isn't always a bad thing. Using the media to amplify your message is an essential weapon in the arsenal of any effective activist. This workshop focuses on the five keys to a successful media strategy (or the DOGMA of press relations). Learn these five keys and then put the training into practice by devising a media strategy based on a real-world scenario.

\* But what is this DOGMA stuff, anyway?

**D**iscipline

**O**pposition

**G**auge the results

**M**edia outreach

**A**ccuracy

*(We're so glad that you asked.)*

# Discipline

\* What is your unique message? What is your goal?

\* Make your message **clear, direct, and easy to understand.**

Communicate in **sound bytes.** (This means that people can capture your message in a few great well-crafted words instead of the text of your doctoral dissertation.)

\* What makes you qualified to talk about the subject? What's your **totally unique angle?**

\* Treat your message with intense discipline – and this means everywhere, all the time.

- Interviews
- Letters to the editor
- Editorials
- Websites, blogs, e-mail
- Brochures, posters, fliers, etc.

\* Contain your message to what you can say by law. If you're a 501(c)3 organization, for example, you need to be nonpartisan. Learn the rules and follow them to the letter.

\* What should your message achieve? Be specific and create **goals** you can measure.

- Get your editorial printed in at least two publications by [date].
- Interest a local reporter in what your organization is doing and get a news story.
- Connect with three organizations with similar goals and plan a rally.
- Have your group's website up and running by [date].



*Some press secretaries will do anything to properly discipline their message.*

# Opposition

\* What do other people say about this topic — especially those who disagree with you?

\* In order to successfully defeat an argument, you need to understand your opposition's position better than they do.

## Read. Read. **READ...**

- \* Your job is **never** done. Read everything you can find about your opponent.
- \* Start research files so you have immediate access to all of their work.
- \* Pay attention to press and web materials on both sides. Pick up the *Washington Times* **and** the *Washington Post*, subscribe to e-mail updates from MoveOn.org **and** Focus on the Family (family.org).

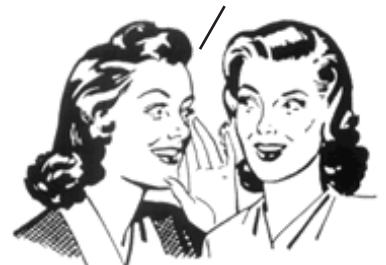
## Listen. Listen. **LISTEN...**

- \* What is being said in the communications of your opposition? What type of language do they use? What is their tone?
- \* What seems to make the audience respond positively? Negatively?  
Check out how different terms poll and learn about what works.
  - “nuclear option” vs. “up or down vote”
  - “Social Security vs. “retirement security”
  - “reproductive health issues” vs. “abortion rights”

Use what you've read and heard to develop well-planned, **logical**, and concise responses to their arguments.

**Remain calm.** Nothing works better than a completely even temper, *especially* when people expect a hot response.

What I think they're trying to say is that we probably should read and listen to people we don't like? Très tragique !



# Gauge the Results

## \* How are you doing?

Keep a log of all of your media results: the good, the bad, and the ugly so you can literally see your progress.

- \* What are people saying about your efforts? Assess the comments.
- \* Do the comments indicate that there are places where your message is failing? Is it difficult to understand?
- \* Are you achieving your **goals**?
  - What goals were met and which ones were missed?
  - Were your goals realistic?
  - Were they too difficult to achieve or too simple to reach?
  - How are you measuring up to the competition?

## \* **Challenge yourself.**

Powerful messages that work are crafted and refined over time. Keep gauging your results to see where you can improve. (There's *always* room for improvement.)

## \* **Use your results to gain support and credibility.**

Once you've refined your message, let your supporters know about the work that you're doing and how it's playing in the media.

Send them excerpts of coverage. Feature it on your website and use it to establish the point that their support really is making a difference.

They like me! (Or is it because I have great hair?)



# Media Outreach

\* What are you doing to do to get your message out there?

**Make a plan and stick to it.** (Remember *discipline*? Do we need to get the whip?)

\* **Do the homework...**

- Research all of your media options. Think beyond the obvious.
  - **Newspapers:** on campus, official, underground, local, national
  - **Radio:** campus shows and local stations – how about a local NPR affiliate?
  - **Newsletters:** What groups do you work with? Will they run a story, information, or guest editorial?
  - **Online:** Websites, blogs, listservs

\* **Make lists and develop a database.** Excel sheets are a quick solution.

List the reporter's name, affiliation, phone, e-mail, fax, and address. Track when items were sent, conversations held, and what the result was. Make a note of what their area of expertise or beat is. Customize the information to make it work for you.

\* Keep track of your coverage and use it to develop **relationships** with the media – remember their areas and contact them with relevant news.

\* **Be professional.** If you want to be taken seriously, you need to function seriously.

- Have someone else **fact-check** and **proofread** your work.
- Design a **visual identity** for your organization, and put it everywhere.
- **Use the web.** Create an online newsroom on your site and keep it updated! This is 100% free marketing. For a good example of what to include, visit [www.aauw.org/newsroom](http://www.aauw.org/newsroom).



# Accuracy

## \* The truth is everything.

In other words, **don't lie, modify facts, spin unrecognizable angles, or tell half the story.** There is no excuse for doing so. Ever.\*

### \* **Don't fake it.**

If you don't have an answer, admit it. Offer to get back to the person immediately with a response. Follow through. If you respect reporters, they'll (usually) respect you.

### \* **What's your source?**

Statistics are tricky things. Even though a number proves your point, it might not be credible. Pay attention to the sources you use. Is the source a special interest group? Funded by a company with an agenda? Has it ever been discredited? Read the fine print. Just because the number exists doesn't mean that it's valid. You **will** be questioned on your source and justifiably expected to back it up.

### \* **Damage vs. death**

There are things from which you can recover. Mistakes are made every day. Most will prove to be a setback, but some are unredeemable. Most of the death-inducing errors are rooted in an intentional lack of honesty and accuracy. Don't end up in the ethically-challenged hall of shame with formerly respected people like Jayson Blair, Stephen Glass, Doris Kearns Goodwin, Mitch Albom, the editors at *Newsweek*, and the team at CBS News. All the apologies in the world won't redeem their careers – or their credibility.



Of course you can believe me...

\*Never, ever, ever. Never. Jamais. Nunca. Mai. Nie. Nooit. Not ever. Got it?



# Resources

## \* How-to Guides

The web is a great place to find suggestions on how to do the technical part of grassroots media. Attached are some samples of work and guides to the nuts and bolts of media outreach and developing a strategy adapted from a variety of sources including the Feminist Majority Foundation ([www.feministcapus.org](http://www.feministcapus.org)).

Also, be sure to visit the **AAUW Newsroom** ([www.aauw.org/newsroom](http://www.aauw.org/newsroom)) for a good online model (we love self promotion). You can view samples of press releases and media advisories, see media coverage, and some ways to make your newsroom a resource for journalists.

## \* Contact Us!

Need help? We love e-mail. Send us a message!



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# newsrelease

**For Immediate Release**

May 18, 2005

**Contact:**

Jean-Marie Navetta • (202) 785-7738

NavettaJ@aauw.org

## **Girls Can Do the Math on Judicial Nominations – Can the Senate?** *AAUW Appeals to Senate to Not Go Nuclear*

**Washington, D.C.** – In the days leading up to what seems to be the unavoidable deployment of the “nuclear option” to override Democrats’ ability to filibuster ultra-conservative judicial nominees, the American Association of University Women (AAUW) is calling on the Senate to “do the math” on judicial nominations.

“Girls can do the math when it comes to judicial nominations – can the Senate? The president has nominated 218 judges. 208 of them have been confirmed, that’s a 95% confirmation rate. That gives us 208 reasons that the nuclear option is entirely unjustified and unacceptable,” said Lisa M. Maatz, director of government relations and public policy for AAUW.

“Bucking checks and balances as well as rejecting the constitutional responsibility of advise and consent is not an option,” added Maatz.

At the center of the debate are the appointments of only a handful of President George W. Bush’s 218 nominees. AAUW has opposed five of the current nominees –Janice Rogers Brown, William Pryor, Priscilla Owen, Thomas Griffith, and Terrance Boyle – noting that all share a common theme of a disregard for civil and constitutional rights, individual liberties, and the right to privacy. *(For a full explanation of AAUW’s objections to these candidates, visit <http://www.aauw.org/newsroom/pressreleases/050307.cfm>.)*

“Many senators are ready to embark on a plan that will do irreparable harm to the system of checks and balances, the constitutional role of advise and consent, as well as obliterate the ability of the minority to keep radical judges who will undo critical legal precedents from receiving lifetime tenure on the federal bench,” said Maatz.

“AAUW is also concerned that if extremist judges continue to be confirmed to the appellate courts and ultimately the U.S. Supreme Court, it would lead to turning back the clock on decades of progress for women and girls,” she added.

AAUW, an organization known for its long-standing commitment to bipartisan advocacy, also notes that deploying the nuclear option would also mark the demise of the long-standing tradition and commitment to bipartisan compromise.

“The nuclear option is unnecessarily divisive, and the fallout would be destructive to the Senate and to our democracy for years to come,” said Maatz.

“Our successful system of government has hinged on the ability of the minority to play an active and vocal role in the decisions made by lawmakers. With the future of our rights and freedoms at stake, it is unfortunate that Senate leaders have forsaken bipartisan compromise in lieu of this power play to change the rules that have historically protected the rights of the minority, whoever they might be,” said Maatz.

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----- AAUW, continued -----

“Unlike these Senators, however, the 100,000 members of AAUW do think that this is something worth fighting for and will hold the appropriate individuals responsible at the ballot box if these rights are taken away.” she concluded.

**AAUW RESOURCES ON THE NUCLEAR OPTION AND JUDICIAL NOMINATIONS:**

- Learn more about AAUW’s position on judicial nominations. Go to:  
[http://www.aauw.org/issue\\_advocacy/actionpages/judicialnoms.cfm](http://www.aauw.org/issue_advocacy/actionpages/judicialnoms.cfm)
- AAUW takes a stand on the nuclear option – get the facts. Go to:  
[http://www.aauw.org/issue\\_advocacy/actionpages/judicialnoms\\_nuclear.cfm](http://www.aauw.org/issue_advocacy/actionpages/judicialnoms_nuclear.cfm)
- See AAUW’s new advocacy campaign to oppose the nuclear option and protect the filibuster. Go to: [http://www.aauw.org/issue\\_advocacy/postcards/nuclearoption/index.cfm](http://www.aauw.org/issue_advocacy/postcards/nuclearoption/index.cfm)

**Lisa Maatz is available for comment on judicial nominations and a host of other key policy issues. To arrange an interview, contact Jean-Marie Navetta at 202/785-7738 or e-mail [navettaj@aauw.org](mailto:navettaj@aauw.org).**

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The American Association of University Women, with its nationwide network of more than 100,000 bipartisan members and 1,300 branches, has long been a strong and vocal advocate for the equal opportunity and treatment of women and girls in education and on the athletic field.

Please visit our web site at [www.aauw.org](http://www.aauw.org) for more information.

Because **equity** is still an **issue**™



# mediaadvisory

## For Immediate Release

April 18, 2005

## Contact:

Jean-Marie Navetta  
(202) 785-7738 • [navettaj@aauw.org](mailto:navettaj@aauw.org)

## **AAUW Joins with Congressional Members and Coalition Partners To Commemorate Equal Pay Day in Washington, DC *Release of New AAUW Polling Data on the Pay Gap Planned***

**Washington** – Tuesday, April 19, 2005 is Equal Pay Day. It is observed in April to indicate how far into each year a woman must work to earn as much as a man earned in the previous year.

Join the American Association of University Women (AAUW), members of Congress, the National Partnership for Women and Families, and the National Coalition on Pay Equity on April 19 to discuss the persistent wage disparity faced by women, the results of a new AAUW poll on American's attitudes towards pay equity, and the introduction of new legislation to address the problem.

**The event will start at 11:00 a.m. on Tuesday, April 19 in the park adjacent to the Russell Senate Office Building (the Senate Swamp).**

### Confirmed speakers include:

**Jocelyn Frye**, Director of Legal and Public Policy, National Partnership for Women and Families  
**Michele Leber**, Chair, National Committee on Pay Equity  
**Brenda Houle**, Wal-Mart employee involved in pay equity class action suit against the company  
**Senator Hillary Clinton** (D-NY)  
**Representative Rosa DeLauro** (D-CT)  
**Senator Tom Harkin** (D-IA)  
**Representative Eleanor Holmes Norton** (D-DC)  
**Lisa Maatz**, Director of Government Relations, American Association of University Women (AAUW)

### NEW FOR 2005 FROM AAUW:

AAUW will be releasing its new polling data on Americans' attitudes towards the pay gap at the event. For more information on Equal Pay Day events or to schedule an interview with an AAUW representative, contact Jean-Marie Navetta at [navettaj@aauw.org](mailto:navettaj@aauw.org) or (202) 785-7738 today.

To learn more, visit AAUW's Pay Equity resource page at [http://www.aauw.org/issue\\_advocacy/actionpages/payequity.cfm](http://www.aauw.org/issue_advocacy/actionpages/payequity.cfm)

To get statistics for the gender wage gap between college-educated women and men in your state, visit the AAUW Educational Foundation's research tool, Gains in Learning, Gaps in Earning at <http://www.aauw.org/research/statedata/index.cfm>

**Interview opportunities with AAUW representatives are available.  
To schedule an interview and to receive more information,  
contact Jean-Marie Navetta (AAUW) at [navettaj@aauw.org](mailto:navettaj@aauw.org) or (202) 785-7738.**

###

The American Association of University Women, with its nationwide network of more than 100,000 bipartisan members and 1,300 branches, has long been a strong and vocal advocate for the equal opportunity and treatment of women and girls in education and on the athletic field. Please visit our web site at [www.aauw.org](http://www.aauw.org) for more information or visit the **AAUW Online Newsroom** at <http://www.aauw.org/newsroom> to get the latest news from AAUW.

Because **equity** is still an **issue**™

Grassroots Media \* Sample Media Advisory

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- [May 18, 2005 - Girls Can Do the Math on Judicial Nominations - Can the Senate?](#)
- [April 26, 2005 - AAUW to President: Don't Privatize Social Security](#)
- [April 19, 2005 - When It Comes to the Pay Gap, Employers' Assumptions Are Hurting Women](#)
- [April 18, 2005 - Download the full press kit on recent Title IX actions. Includes press release, AAUW position papers, and recent media coverage on the issue. \(PDF\)](#)
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**AAUW in the News**

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**Hot Topics**

- [Support the filibuster. Oppose the nuclear option.](#)
- [Title IX Clarification. What it means. \(PDF\)](#)
- [AAUW responds to Harvard President Lawrence Summers remarks on womens' and girls' abilities in science and math](#)
- [Gains in Learning, Gaps in Earnings for Women research release](#)
- [AAUW's print PSA campaign](#)
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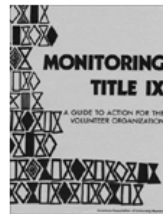
**Upcoming Events**

- [April 16, 2005 - Women-of-Color As Educational Leaders: A Career Pathways Conference \(Los Angeles\)](#)
- [June 2-4, 2005 - National Conference for College Women Student Leaders \(Washington, D.C.\)](#)
- [June 24-27, 2005 - AAUW 2005 National Convention \( Washington, D.C.\)](#)

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*(Many of AAUW's research reports are free to journalists. [Request research.](#))*
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**AAUW Fact**

In 1977, AAUW released *Monitoring Title IX*, an action guide that offered tips and resources for volunteer organizations and AAUW branches to monitor schools' and higher education institutions' compliance with Title IX.

- >>> [Read about Title IX's implications in sexual assault on campus](#) in AAUW's new online sexual assault resource pages.
- >>> [Learn AAUW's contributions to the research community in the AAUW Online Museum.](#)

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([www.aauw.org/newsroom](http://www.aauw.org/newsroom))

You don't need lots of images or flashy coding. Just give people the basic information that they need:

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 (if the link does not work, please send an e-mail to [navettaj@aauw.org](mailto:navettaj@aauw.org) with subject line "Please add me to AAUW's distribution list.")  
*Also, use this link to change your address on the list.*

### Sample Release

#### NEWS from the American Association of University Women

Contact:  
 Jean-Marie Navetta  
 (202) 785-7738  
[navettaj@aauw.org](mailto:navettaj@aauw.org)  
<http://www.aauw.org>

#### FOR IMMEDIATE RELEASE

October 19, 2004

### Sex Discrimination in Academia Robs Female Professors of Careers, Students of Educators

AAUW Details Sex Discrimination in Higher Ed in New Report "Tenure Denied: Cases of Sex Discrimination in Academia"

WASHINGTON – In spite of tremendous educational advances, female professors continue to face potentially career-ending sex discrimination when seeking tenure, according to a new report released today by the American Association of University Women (AAUW) Educational Foundation and the AAUW Legal Advocacy Fund.

*Tenure Denied: Cases of Sex Discrimination in Academia*, details the stories of women who took their fight for tenure to the courts and provides a personal look into the toll it takes on these women's lives and careers. It also illustrates the loss of excellent educators for the students to these destructive disputes. Ultimately, it demonstrates an unfortunate double standard between the values of diversity and respect that universities espouse and a reality of discriminatory practices for their own female professors.

"There is something wrong in academia – which is expected to set a high standard and example for other workplaces – when the example being set for our young people is one of inequality and discrimination," said Mary Ellen Smyth, President of the AAUW Educational Foundation. "And there is something dramatically wrong when female professors challenge discrimination and it results in irreparable damage to their careers."

Research shows that in an academic setting, women earn less, hold lower-ranking positions, and are less likely to have tenure. Of the faculty at colleges and universities offering four-year degrees, only 27% of those awarded tenure are women. While women make up more than one-half of instructors and lecturers and nearly one-half of assistant professors, they represent only one-third of associate professors and a mere one-fifth of full professors.

Unfortunately, these battles are nearly impossible to win, since the odds are largely stacked against plaintiffs. Of the 19 AAUW Legal Advocacy Fund-supported cases described in the report, eight (42 percent) plaintiffs lost, seven (37 percent) settled, two (11 percent) won, and two cases are ongoing.

Further, according to the AAUW report, the costs of challenging sex discrimination – both financially and emotionally – are enormous. "Litigation expenses are huge in terms of both time and money, and the odds of women prevailing in court can seem insurmountable," said Michele Warholc Wetherald, president of the AAUW Legal Advocacy Fund.

"Tenure Denied is not a call-to-lawsuits for the female professors" concluded Wetherald. "The report includes a number of effective strategies for both colleges and universities as well as women to use in an attempt to resolve – and in many cases, avoid – courtroom disputes."

To receive the full report via e-mail as a PDF, contact Jean-Marie Navetta at (202) 785-7738 or [NavettaJ@aauw.org](mailto:NavettaJ@aauw.org). You can also view the Tenure Denied press kit on our website at <http://www.aauw.org>.

###

The AAUW Educational Foundation provides funds to advance education, research, and self-development for women and fosters equity and positive societal change. The Foundation is the world's largest source of funding exclusively for graduate women.

The AAUW Legal Advocacy Fund provides funding and a support system for women seeking judicial redress for sexual discrimination. LAF is the nation's largest legal fund focused solely on sex discrimination in higher education.

**AAUW: Because Equity Is Still an Issue**



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This is a free way to make it easy for people to get information from your organization.

Let them send you their e-mail addresses and in return, you send them press releases, media advisories and other materials for outreach.

Be sure to blind copy (BCC) messages to your list. It's poor form to have all of those e-mail addresses exposed to all recipients. Very poor form....like wearing white shoes in the winter.



# \* Creating a Media Strategy

## **Basic Outreach**

- \* Begin early.
- \* Choose a spokesperson for the group.
- \* Develop a consistent message for the event or campaign. Be sure that you have a unique news hook.
- \* Establish a variety of media contacts from different types of media (print, online, mainstream, underground/alternative, etc.)
- \* Make life easy for press. Send relevant materials well before an event. Make contacting you simple and clear. Offer representatives from your group for interviews. Be prompt with your responses. Respect their deadlines.
- \* At your event, always have a press sign-in table with your press release and all relevant materials, making sure all of your visuals are in place and prominently displayed.
- \* Use press kits to deliver your message. A press kit should include supporting materials explaining the background of your campaign and sources that media can consult for more information. Put this kit online and include a link to the kit in your media advisory and press release.
- \* Always make sure you have included your group's contact information.

## **Timing**

- \* Send a media advisory. E-mail or fax it to the press list a week before the event.
- \* Pitch your event to reporters after you fax or e-mail the media advisory to confirm they have received it and to see if they have any questions.
- \* Remember that most reporters are on deadline later in the day, so call them in the morning.
- \* Do follow-up calls and e-mails two or three days before the event, and then e-mail the media advisory again the day before the event.
- \* Fill the room. Make sure you have plenty of supporters at your events!
- \* Be persistent!

# \* Tools for a Media Strategy

## **Press Lists**

- \* Keep track of reporters' contact information (name, outlet, beat, phone, fax, and e-mail).
- \* Local newspapers, radio, and TV stations.
  - Weekly publications
  - Independent media
  - Online media outlets
  - News services

## **Media Advisory**

- \* Include the **who**, **what**, **when**, **where**, and **why** of your event.
- \* Don't forget to clearly state your contact information.
- \* Describe visual opportunities for TV crews.
- \* Distribute to press prior to the event.

## **Press Releases**

- \* Get their attention. Craft a headline and lead that's going to make someone keep reading.
- \* Should include a quotable description of the event and its importance.
- \* Include your contact information (phone, fax, e-mail, website).
- \* Distribute to the press and attendees at the beginning of the event.

## **Press Kits**

- \* Press release and media advisory.
- \* Your contact information. (Are you seeing a theme here?)
- \* Supporting research: Fact sheets, tables, and graphs.
- \* Short bios of relevant people at the event.
- \* Statements of speakers at the event (if possible).
- \* Any additional relevant information about your organization and the issue at hand.



# \* What if You Don't Get Press???

Tragic as it sounds, there will be occasions when even the best planned, developed, and executed media strategy may not result in the amount or depth of press coverage you had hoped for. This is not the end of the world (we promise).

## **When you don't get covered, cover yourself!**

- \* Write your own articles for local newspapers. Call the editor and pitch your story. Include any pictures your group may have taken. You might be surprised how happy many local newspapers are to receive articles like this!
- \* Write letters to the editor of local and regional newspapers.
- \* Write an op-ed piece for the newspaper. Be sure to check on length requirements before you submit it. Do this in a timely fashion – two weeks after an event is no longer a hot issue.
- \* Put together an article for your group's newsletter or e-zine. Submit the article to other like-minded organizations on campus, in your community, and in cyberspace.

## **Assess your media strategy.**

- \* Was your event newsworthy?
- \* Did you have a clear, well-formed message?
- \* Do you have a current, accurate press list?
- \* Did reporters come but not file stories?
- \* Did you do reminder phone calls, e-mails, and faxes?
- \* Did the location or timing of the event make it difficult for reporters to attend?

*Don't panic. Lack of press sometimes  
happens to the best of us.  
(Even the ones with great shoes.)*



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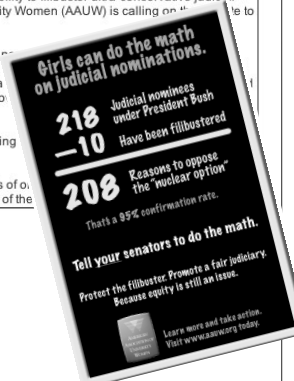
**NEWS RELEASE**  
 AMERICAN ASSOCIATION OF UNIVERSITY WOMEN  
 May 18, 2005  
**Girls Can Do the Math on Judicial Nominations – Can the Senate?**  
**AAUW Appeals to Senate to Not Go Nuclear**

Washington, D.C. – In the days leading up to what seems to be the unavoidable deployment of the “nuclear option” to override Democrats’ ability to filibuster ultra-conservative judicial nominees, the American Association of University Women (AAUW) is calling on senators to “do the math” on judicial nominations.

“Girls can do the math when it comes to judicial nominations. The president has nominated 218 judges. 208 of the confirmation rate. That gives us 208 reasons that an unacceptable,” said Lisa M. Maatz, director of government relations and public policy for AAUW.

“Bucking checks and balances as well as rejecting and consent is not an option,” added Maatz.

At the center of the debate are the appointments of only a handful of President George W. Bush’s 218 nominees. AAUW has opposed five of the



## The Op-Ed:

# The Opinion Page

## Senate: Do The Math!

POTSDAM - In the days leading up to what seems to be the unavoidable deployment of the “nuclear option” to override Democrats’ ability to filibuster ultra-conservative judicial nominees, the American Association of University Women (AAUW) is calling on the Senate to “do the math” on judicial nominations.

“Girls can do the math when it comes to judicial nominations – can the Senate? The president has nominated 218 judges - 208 of them have been confirmed; that’s a 95 percent confirmation rate.

That gives us 208 reasons that the nuclear option is entirely unjustified and unacceptable,” said Lisa M. Maatz, director of government relations and public policy for AAUW.

“Bucking checks and balances as well as rejecting the constitutional responsibility of advise and consent is not an option,” added Maatz.

At the center of the debate are the appointments of only a handful of President George W. Bush’s 218 nominees.

AAUW has opposed five of the current nominees – Janice Rogers Brown, William Pryor,

Priscilla Owen, Thomas Griffith, and Terrance Boyle – noting that all share a common theme of a disregard for civil and constitutional rights, individual liberties, and the right to privacy.

“Many senators are ready to embark on a plan that will do irreparable harm to the system of checks and balances, the constitutional role of advise and consent, as well as obliterate the ability of the minority to keep radical judges who will undo critical legal precedents from receiving lifetime tenure on the federal bench,” said Maatz.

“AAUW is also concerned that if extremist judges continue to be confirmed to the appellate courts and ultimately the U.S. Supreme Court, it would lead to turning back the clock on decades of progress for women and girls,” she added.

AAUW, an organization known for its long-standing commitment to bipartisan advocacy, also notes that deploying the nuclear option would also mark the demise of the long-standing tradition and commitment to bipartisan compromise.

“The nuclear option is

unnecessarily divisive, and the fallout would be destructive to the Senate and to our democracy for years to come,” said Maatz.

“Our successful system of government has hinged on the ability of the minority to play an active and vocal role in the decisions made by lawmakers. With the future of our rights and freedoms at stake, it is unfortunate that Senate leaders have forsaken bipartisan compromise in lieu of this power play to change the rules that have historically protected the rights of the minority, whoever they might be,” said Maatz.

“Unlike these senators, however, the 100,000 members of AAUW do think that this is something worth fighting for and will hold the appropriate individuals responsible at the ballot box if these rights are taken away,” she concluded.

For more information about AAUW locally, contact President Lilliana Trevizán at 265-5835 (h) or e-mail [trevizl1@potdam.edu](mailto:trevizl1@potdam.edu) or Membership Vice President Anne Malone at 265-0541 or e-mail [malonear@potdam.edu](mailto:malonear@potdam.edu).

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**Federal Judicial Nominations**  
 The American Association of University Women (AAUW) believes that in the United States, people deserve federal judges who are committed to upholding the hard-fought constitutional rights secured through U.S. Supreme Court precedents such as *Roe v. Wade* and *Davis v. Monroe County Board of Education*.

To support this belief, AAUW monitors judicial nominations, examining each nominee’s commitment to guaranteeing equal justice for all and takes a stand on nominees whose judicial record is in conflict with AAUW positions on key issues.

**Individual nominees whose views and records are outside of the mainstream of legal thought should not be appointed to the courts.** AAUW is extremely concerned about the recent pattern of extreme, activist judicial nominees being put forth by the Bush administration. If ultra-conservatives continue to be confirmed to the circuit courts of appeals, they will have the power to undermine crucial legal precedents, civil and constitutional rights, individual liberties, the right to privacy, preservation of health and safety, and the protection of the environment.

**Girls can do the math when it comes to judicial nominations. Can the Senate?**

- 218 - The number of judicial nominations made by President George W. Bush
- 208 - The number of Bush nominees that have been confirmed.
- 95% - The percentage Bush’s judicial nominees have been confirmed.
- 24% - The percentage of the federal judiciary appointed by President George W. Bush (208 of 862 judges).

The judicial vacancy rate is at the lowest it has been in 14 years.

Protect the filibuster. Oppose the nuclear option and promote a fair judiciary.

**Learn more about the nuclear option and filibusters from AAUW.**

**AAUW joined more than 20 groups through the Leadership Conference on Civil Rights to launch an Internet and television ad campaign denouncing extremist judicial nominations.**

Please tell your senators to stand firm and not confirm extreme nominees. [click here for more information](#)

**Additional Resources**

- Take Action! AAUW’s Two-Minute Activist
- Send an e-card to get others to take action!
- AAUW’s position on judicial nominations
- Learn about the “nuclear option” and filibusters
- AAUW Press Releases
  - Thomas Griffith
  - AAUW Appeals to President on Nominees
  - William Pryor (2/04)
  - William Pryor (7/03)
  - Priscilla Owen
  - Fair Judiciary
  - Extremist Judicial Nominations
- Save Our Courts.org
- The Alliance for Justice
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 Courtesy of Donna Seymour,  
 AAUW-St. Lawrence County (NY)