

## Media Tip Sheet for the Stop Extinction Challenge

Securing news coverage of citizens at a Congressional office can increase attention to the issue and can bring extra pressure on your member of Congress to defend the Endangered Species Act from attacks. Here are some tips on amplifying your Congressional office visit in the local media.

### **Prepare:**

- Make a list of your local and statewide news outlets, including local television, newspapers, and online news sources. Gather general email addresses for their newsrooms. (It's usually on their website.)
- If you know for sure that you are going to have a "rally-sized" crowd, or other compelling visuals (eg: kids in animal costumes), then you may want to reach out to these media outlets the day before, to see if they will send a reporter.
- Prepare a written press statement to hand out to any reporters that may show up. You can also use this statement to send to news outlets after the event. (see sample below.)

### **During the event:**

- Bring extra copies or have someone take photos of you and your group at your Senator's office.
- Greet any news media that shows up, and hand out a fact sheet and a press statement.

### **After the event:**

- Send out a statement to each news outlet on your list. \*\*Include photos\*\* Be sure to include your contact information.
- If you're on social media, post on Facebook and Twitter. Tweet your photos with a sentence about defending the endangered species act to local news outlets. Eg: "We visited Senator \_\_\_\_\_ office today to urge him/her to defend the Endangered Species Act from efforts to weaken it."

Sample press statement/news release:

For Immediate Release: August \_\_\_, 2018  
Contact: [\_\_your name, email, phone\_\_]

**Sample Headline: [\_\_your city\_\_] Citizens Urge Senator \_\_\_\_ to Defend the Endangered Species Act from Attacks**

Sample subtitle: Visits to Senate Offices Part of National Day of Action for Wildlife and Endangered Species

[\_\_your city, state\_\_] – Today, XX local citizens visited the [your city] office of Senator \_\_\_\_ to express concerns about recent efforts by Congress and the Trump Administration to weaken the Endangered Species Act. The visit was part of a [nationwide day of action](#) to defend the Endangered Species Act, our national safety net for fish, plants and wildlife on the brink of extinction.

[insert a quote from you or another local participant, eg] “The Endangered Species Act protects wildlife, fish and plants that are on the brink of extinction,” said \_\_\_\_[your name]\_\_\_\_. I strongly urge Senator \_\_\_\_ to defend the Endangered Species Act from these industry-led efforts to weaken it.”

The nationwide day of action follows a month where the Endangered Species Act has come under full attack. In the House, a barrage of nine bills have been introduced to weaken the law, and one bill draft has been released in the Senate. Furthermore, Secretary of Interior Ryan Zinke has also just released a series of regulatory rollbacks to the Endangered Species Act, as part of the Trump Administration’s industry-friendly deregulatory agenda. The House and Senate bills, combined with the Administration’s proposed changes would effectively neuter the Endangered Species Act, undermining science, and making it difficult to protect essential habitat for imperiled species.

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