

# SAMPLE PRESS OUTREACH MATERIALS

## SAMPLE MEDIA ADVISORY:

### MEDIA ADVISORY

#### MEDIA CONTACTS

Katherine Anderson, 350 Massachusetts, 339-368-1318, [katherine@betterfutureproject.org](mailto:katherine@betterfutureproject.org)

Kara Kaufman, Corporate Accountability International, 617-695-2525,

[kkaufman@stopcorporateabuse.org](mailto:kkaufman@stopcorporateabuse.org)

## Thousands to rally on Boston Common for jobs, justice, and a livable climate

*Massachusetts labor, faith, environmental justice communities will join  
hundreds of thousands of people nationwide as part of People's Climate  
Movement*

BOSTON, MA—Thousands of people will rally on Boston Common this Saturday for bold action on climate change and to resist Trump's agenda, joining hundreds of thousands of people in cities across the country.

On President Trump's 100th day in office, coordinated mobilizations, including including the one in Boston and the [flagship march in Washington, D.C.](#), will mark an acceleration point in the resistance to the Trump administration's agenda. The people mobilizing on the Common will protest the Trump administration's attempts to roll back hard-won protections for the climate, assaults on air, water and land, and direct attacks on working families, indigenous peoples, people of color, immigrants, LGBTQIA, women, young people and low-income communities.

**WHAT:** Rally emceed by Rev. Mariama White-Hammond, Minister for Ecological Justice, Bethel AME Church, followed by action tables and workshops designed to build the Massachusetts climate movement.

**WHEN:** Saturday, April 29, 12-4pm

- Rally: 12-1pm
- Action tables: 12-4pm
- Teach-ins: 1:30-4pm

**WHERE:** Parkman Bandstand, Boston Common, Boston, MA

**WHO:**

- Reverend Mariama White-Hammond, Minister for Ecological Justice, Bethel AME Church (Rally emcee)
- Tyrék D. Lee, Executive Vice President, 1199SEIU
- María Belén Power, Associate Executive Director, GreenRoots
- Elena Letona, Executive Director, Neighbor to Neighbor
- Kristen Wyman (Nipmuc), Outreach and Program Coordinator, Gedakina
- Sue Harden, Volunteer Leader, Fore Rivers Residents Against the Compressor Station (Weymouth)
- Kathleen Alvarez, student at Snowden International School, Boston Student Advisory Council/Boston Youth Organizing Project

Representatives will be available from a local coalition of 72 labor unions, environmental justice groups, faith organizations, youth groups, and climate activism groups, including lead planning organizations: 1199 SEIU, 32BJ SEIU, 350 Massachusetts, Alliance for Climate Education, Alternatives for Community & Environment, Boston Climate Action Network, Boston Eco Women, Consumers for Sensible Energy, Boston Teachers Union, Corporate Accountability International, GreenRoots, Jewish Alliance for Law & Social Action, Mass Energy, Mass Nurses Association, Massachusetts Sierra Club, Mothers Out Front, Toxics Action Center and Youth on Board.

For more information and to see current RSVP numbers, visit the [Boston People's Climate Mobilization Facebook event](#). For more information on People's Climate Movement events around the country, visit [peoplesclimate.org](http://peoplesclimate.org).

###

SAMPLE PRESS RELEASE:

## Press Release

### Contact

Katherine Anderson, 339-368-1318, [katherine@betterfutureproject.org](mailto:katherine@betterfutureproject.org)  
Kara Kaufman, 617-695-2525, [kkaufman@stopcorporateabuse.org](mailto:kkaufman@stopcorporateabuse.org)

### For Immediate Release

April 29, 2017

## Thousands rally in Boston for climate, jobs, and justice

*Bay Staters join hundreds of thousands of people nationwide to denounce Trump agenda*

BOSTON, MA—On President Trump's 100<sup>th</sup> day in office, thousands of people mobilized on Boston Common to reject the Trump administration's agenda and to demand action on climate

change at the federal level and here in Massachusetts. The mobilization was one of [more than 300 across the country](#), with tens of thousands of people flooding the streets in [Washington, DC](#).

The action united labor unions, environmental justice groups, faith communities, and dozens of other constituencies across Massachusetts in calling on policymakers to prioritize people and the planet over corporate profit. Attendees and speakers affirmed the importance of protecting the climate and standing up for working families, indigenous peoples, people of color, immigrants, LGBTQIA people, women, young people, and low-income communities.

“Our Constitution begins with the words ‘We the People,’ and yet our nation has become so divided. In Massachusetts we want to lead the nation not by ignoring our differences but by embracing the strength of our diversity,” said **Rev. Mariama White-Hammond, Minister for Ecological Justice at Bethel A.M.E. Church in Boston and a leader with the Massachusetts Interfaith Coalition for Climate Action**. “We only have one planet, one home that sustains us all. We are uniting to provide for the common defense of our future.”

“As healthcare workers, we care about the total well-being of our patients, consumers, families and communities -- including their physical and mental health and the environmental factors that often serve as barriers to their ability to live healthy lives. That’s why we are committed to fighting for a healthy planet,” said **Tyrék D. Lee, Sr., Executive Vice President of 1199SEIU United Healthcare Workers East**. “Together with our community allies, we will unite across industries and sectors to organize and mobilize to protect the precious assets of our planet, promote public health, advocate for the creation of good jobs for the future and stand up against environmental and racial injustice.”

Throughout the rally, participants affirmed their intent to continue to organize to resist the Trump agenda and secure long-term societal change.

“We cannot and will not fix the climate crisis without looking deep into our political and economic system,” said **Maria Belen Power, Associate Executive Director of GreenRoots in Chelsea**. “It is only by addressing issues economic justice, racial justice and environmental justice that we will be able to build a new economy, one that supports and protects the most marginalized and those who will be hit the worst by climate change.”

In Massachusetts, Attorney General Maura Healey has taken steps to hold fossil fuel corporations accountable. In April 2016, Attorney General Healey [opened an investigation](#) into whether Exxon Mobil’s misled consumers and/or investors regarding the impact of fossil fuels on climate change. In January of this year, a [Massachusetts judge ordered the corporation to comply](#) with Attorney General Healey’s investigation.

The Boston People's Climate Movement engaged [a local coalition](#) of 72 labor unions, environmental justice groups, faith organizations, immigrant justice organizations, youth groups, and climate activism groups.

Additional information on the Boston mobilization's Facebook event, including attendance estimates, is [here](#). Additional information on a series of teach-ins following the rally is [here](#).

*Photographs from the event will be [available to download](#) by 2:30 pm on April 29.*

###

## SAMPLE EMAIL PITCH:

Good morning \_\_\_\_,

Today a delegation of 15 high school students representing major Massachusetts youth climate groups is visiting the Governor's office to deliver a 2'x3' copy of the [12 U.S. governors' letter on the Paris Agreement](#), which Governor Baker was invited to sign, but refused. The youth leaders will invite Baker to sign the letter, and request a follow up meeting to thank the Governor for signing, or discuss why he chose not to sign.

We are expecting great visuals and will populate [this Flickr album](#) with DSLR photos of the letter delivery by 5:30 pm today, Wednesday 5/17. The campaign and action hashtag is #SpeakUpCharlie.

I am happy to arrange interviews with the student leaders before or after the letter delivery.

Many thanks,

Katherine Anderson  
*Communications Coordinator, 350 Mass*  
*e [katherine@betterfutureproject.org](mailto:katherine@betterfutureproject.org)*  
*ph 339-368-1318*

## IV. SAMPLE PHONE PITCH SCRIPT

*-Hi [reporter name], this is Katherine Anderson with the climate organization 350 Mass. Are you on deadline?*

If yes:

*-Okay, should I give you a call back later today?*

If no:

*-Great! I'm calling to follow up on a media advisory I sent over at 9 am this morning about a youth-led climate action targeting governor Baker scheduled for this afternoon.*

*-You may have heard about the 12 US governors' letter to President Trump urging him to keep the U.S. in the Paris Agreement?*

*-A delegation of Massachusetts high school students will deliver a giant printed copy of that letter to Governor Charlie Baker's office for him to sign tomorrow afternoon at 4:30 pm.*

*-We have it off the record that Baker was asked to sign the letter and refused.*

*-This is especially timely because just today a bill will be debated by the Committee on Environment, Natural Resources and Agriculture that seeks to bring Massachusetts into the Paris Climate Agreement*

*-Does this sound like a story you'd be interested in covering?*

If yes:

*-Great! Let me know if you want me to set up an interview with any of the youth leaders, and I'll send you a copy of the press release as soon as the letter is delivered*

If no:

*-Got it. Is there another reporter on your team that might be more interested in this story that I could follow up with?*