

Candidate Statement

Name: Sarah Carr
Chapter: Munich
Position: Press Coordinator
Gender: Female



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I have been the press coordinator for the Munich Chapter of DA for the past four years, starting a few weeks after Trump's election victory in 2016 up until now, including his much wished-for defeat in 2020. It has been a traumatic last four years for all of us, culminating in one of the most trying years in our lives. The work of a press coordinator in these times is to provide the small comfort of connecting with the media, so that they inform society of the important, difficult work that we are all doing in DA, from phone-banking to live outreach to event organizing. While you are working hard, I am documenting your progress and making sure that our community knows that we are active.

The media coverage we receive in German outlets is exclusively positive and has almost definitely played a role in our growing numbers over the past four years. My work over these past four years has included:

- Building a growing database of personal contacts from outlets, such as Süddeutsche Zeitung, Reuters and Skye;
- Writing press releases for events, mostly protests and vigils, in German and English;
- Sending press releases to members of the press, including a database of more than 50 personal contacts whom I have personally met;
- Preparing press packets for larger DA events;
- Conducting interviews for television, radio and printed articles.

My work ranges in time from coverage of the 2017 Women's March-Munich—one of the largest events ever organized by DA—to coverage of Biden's inauguration in 2021. In between, I have covered numerous protests, including the the Muslim Ban, the Families Belong Together protest and the March for Our Lives.

I have sacrificed my time and privacy over the past four years to document our journey together as DA members fighting the Trump-induced trauma of that time period, often staying up until 3 am or cancelling social events, in order to get a press release done. I have learned how to structure a press release, such that it conveys the urgency and professionalism of DA's work and thus maximizes press attention. This work has allowed me to build excellent professional relationships with many members of the press. The best way for DA to continue to maintain a positive relationship with the press is to keep these bonds I've built strong.