



PROMOTE OUR VIEWS. DEBUNK DETRACTORS.

## **RAPID RESPONSE**

Respond to local media coverage to  
create MORE coverage and generate BETTER coverage

**Anyone with email, fax, or phone can do it in 5 minutes or less.**

## **EASY AS 1-2-3!**

### **\*\*\*RAPID RESPONSE: 3 STEPS\*\*\***

- 1) **Watch/hear/read** a health care reform or health care justice news story;
- 2) **Respond**--via a phone call, an email, or a fax--that includes: 1) "thanks" for reporting on this important issue and 2) gives a personal comment of what you liked or didn't like.

**SEE BELOW: ABC's of RAPID RESPONSE**

*Response within 24 hours preferable, but any response up to a week of the report is better than no response.*

- 3) **Report your results.** Email me ([smckay@thcc2.org](mailto:smckay@thcc2.org)) when a response has been made and send the published response, if possible; will use to monitor our grassroots efforts, motivate our base & share with others.

## **EASY AS A-B-C!**

### **\*\*\*ABC's of RAPID RESPONSE\*\*\***

- 1) **Send an email/fax to the news or readers' editor and reporter** (for newspaper); email/fax to the news director and reporter (broadcast outlet). Time it takes: 5 min or less
- 2) **Comment on the outlet's website board & blog** -- Time it takes : 1 min. or more
- 3) **Submit a response, *or generate new angle*, in the form of a LTE** -- Time it takes: 5 min. to one day

**CONTACTS to TV, RADIO and NEWSPAPERS in your area here @**

<http://capwiz.com/afscme/dbq/media/>





**\*\*2 POINTS OF RESPONSE\*\***

It's helpful to respond to stories in at least two ways:

- 1) Appreciation of the reporter and the outlet** covering this important issue with indication of something you've found positive; and
- 2) Your 2-cents** about what is wrong with the picture, how to improve things.

*Note: Though response from person living in outlet's market is preferable, a good response outweighs geography on a statewide or national issue.*

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**GENERATE NEWS**

Create MORE local coverage and generate BETTER coverage

Not seeing our side of the issue covered properly, or at all, in local news coverage?  
Using similar techniques as discussed in RAPID REPOSE, you can help generate news we want to use!

**Anyone with email, fax, or phone can do it in 5 minutes or less.**

**EASY AS 1-2-3!**

**\*\*\*GENERATE NEWS: 3 STEPS\*\*\***

- 1) Watch/hear/read** a health care reform or health care justice news story;
- 2) Respond**--via a phone call, an email, or a fax--that includes: 1) "thanks" for reporting on this important issue and 2) explain that not all sides (our side) were covered or covered correctly. Ask if outlet would consider:
  - A) Running another story along the same issue, approaching from a different point of view/angle;
  - B) Often (A) is hard to get, so ask if they would run a story about a different health care issue—in other words, pitch an idea. With either A or B option, offer to work with outlet to gather stats and stories.
  - C) Running an Op Ed commenting on the issues raised in the story.

Other:

  - D) Post comments on health care justice blogs.
  - E) Call in to local talk radio and local TV health care shows and offer your POV as it related to the topic.
- 3) Report your results.** Email me ([smckay@thcc2.org](mailto:smckay@thcc2.org)) when a response has been made and send the published response, if possible; will use to monitor our grassroots efforts, motivate our base & share with others.