

CRAFTING PRESS RELEASES

(And all PR Content)

FROM A JOURNALIST'S P.O.V.

#MEDIARELATIONS13



FRED SAINZ

VP, COMMUNICATIONS
& MARKETING

HUMAN RIGHTS CAMPAIGN



HUMAN
RIGHTS
CAMPAIGN®

HUMAN RIGHTS CAMPAIGN



As the **NATION'S LARGEST CIVIL RIGHTS ORGANIZATION WORKING TO ACHIEVE EQUALITY FOR LESBIAN, GAY, BISEXUAL AND TRANSGENDER PEOPLE**, the Human Rights Campaign represents a force of more than 1.5 million members and supporters nationwide — all committed to making HRC's vision a reality.

30

*Year Track Record
of Advocacy*

DEEP BENCH

Of Policy Experts

*High Credibility
with*

TOP-TIER MEDIA



A NEW TAKE ON THE OLD
CASEY: THE U.S. SENATE'S CONSIDERATION OF THE EMPLOYMENT NON-DISCRIMINATION ACT (ENDA)

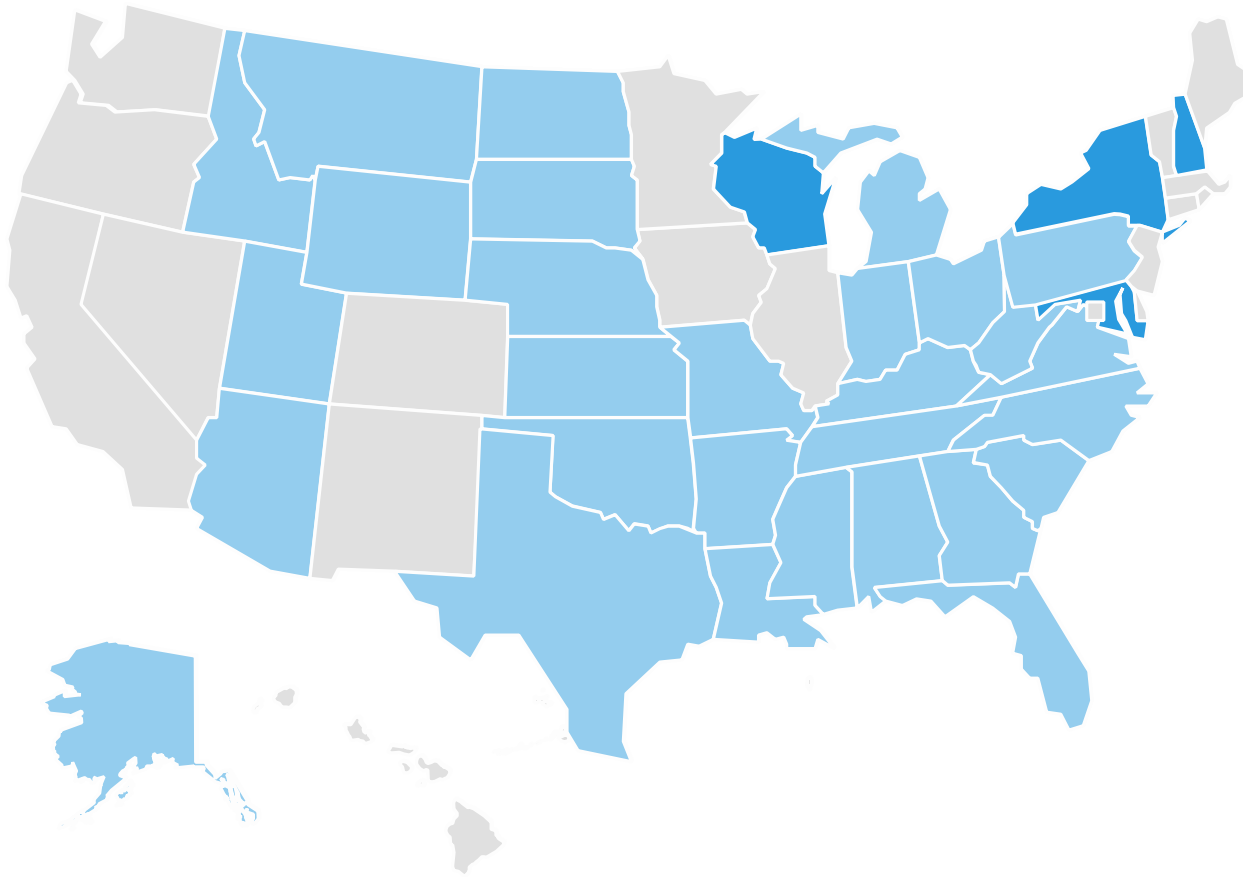
Press Release

ENDA WOULD PROVIDE:

BASIC PROTECTIONS
AGAINST WORKPLACE
DISCRIMINATION ON
THE BASIS OF
**SEXUAL ORIENTATION
OR GENDER IDENTITY**



WITHOUT ENDA:



**YOU CAN
BE FIRED IN**

29

*States for your
sexual orientation*

33

*States for your
gender identity*

IN THE SENATE WE NEEDED:

60

*Votes for cloture to
defeat filibuster threat*

50

*Votes on final
passage*

Caucus breakdown in the U.S. Senate

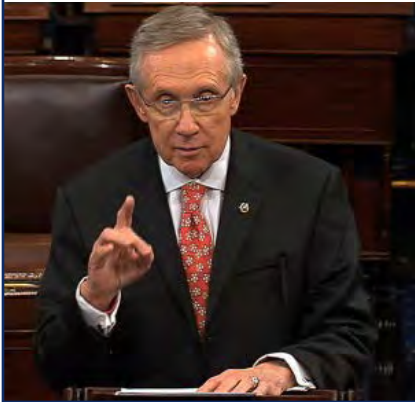


CHALLENGE & GOAL:

HOW TO INFORM AND
EDUCATE TOP-TIER WASHINGTON
MEDIA ABOUT ENDA WHILE
GETTING HRC INTO THE STORY

OCT. 31

*Leader Reid files
Cloture*



From: Fred.Sainz@hrc.org

To:

Cc:

Bcc:

Subject: **BREAKING: Portman "inclined" to support ENDA**

The Human Rights Campaign and AWO have deployed more than **30 field organizers** to New Hampshire, West Virginia, Ohio, Arizona, Arkansas, Nevada and Pennsylvania to show senators that their constituents, on both sides of the aisle, support ENDA. Grassroots organizers have held **150 events** in these critical states resulting in **over 160,000 constituent contacts, including 100,000 emails, over 50,000 postcards, make over 3,000 calls and write over 800 letters.**

The American Unity Fund hired former GOP Sen. Norm Coleman of Minnesota and former Rep. Tom. Reynolds of New York (who chaired the National Republican Congressional Committee in 2005 and 2006) to lobby for ENDA.

Polling on American Support for ENDA
[Recent polling by GOP pollster Alex Lundry](#) shows 69% of voters, including 56% of Republicans, support a federal law protecting gay and transgender employees from workplace discrimination. Moreover, an incredible eight out of 10 voters believe it is currently illegal under federal law to fire or refuse to hire someone because they are gay or transgender.

Lundry's poll also found that there is majority support for ENDA in all 50 states.

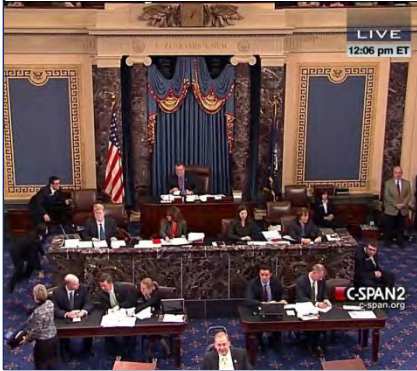
Constituent Contacts to Senators
The Human Rights Campaign and AWO have deployed more than **30 field organizers** to New Hampshire, West Virginia, Ohio, Arizona, Arkansas, Nevada and Pennsylvania to show senators that their constituents, on both sides of the aisle, support ENDA. Grassroots organizers have held **150 events** in these critical states resulting in **over 160,000 constituent contacts, including 100,000 emails, over 50,000 postcards, make over 3,000 calls and write over 800 letters.**

	HRC e-mails	HRC Postcards	AWO Calls	AWO Postcards	AFO Handwritten Letters	Total Constituent Contacts
TOTALS	108,442	23,000	3,306	27,601	822	163,171
Arizona	2,628		126	6517	12	9,283
Arkansas	704		536	2913	113	4,266
Nevada	954		163	3564	80	4,761
New Hampshire	584		109	2068	4	2,765
Ohio	3,450		879	6400	318	11,047
Pennsylvania	4,724		1205	4153	249	10,331
West Virginia	398		288	1986	46	2,718
Other States	95,000	23,000				118,000

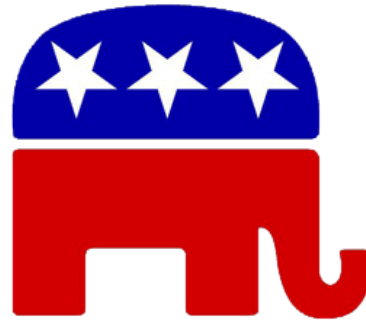
Business Coalition for Workplace Fairness
HRC has spearheaded the business support for ENDA through our Business Coalition for Workplace Fairness. Citigroup, Proctor & Gamble, Chevron, Pfizer, and Nike and a hundred other Fortune 500 companies have signed on. A full list is [here](#).

NOV. 4

Senate Votes to Consider the Bill



54



7

NOV. 7

*Day of final
Senate Vote*



Send

From: Fred.Sainz@hrc.org

To:

Cc:

Bcc:

Subject: HRC's ENDA Embargoed Quotes

Greetings from the [Human Rights Campaign](#).
Embargoed ENDA quotes from HRC President Chad Griffin provided on the condition of a successful vote on Final Passage today
Focus turns to House of Representatives after unprecedented and bipartisan coalition stands up for overdue workplace fairness

On the Senate's action:
"Today, a strong bipartisan majority of the United States Senate made history by standing up for a fundamental American truth. Each and every American worker should be judged based on the work they do, and never based on who they are. This broad Senate coalition has sent a vital message that civil rights legislation should never be tied up by partisan political games."

On action in the House of Representatives:
"We firmly believe that if the House of Representative were freed by Speaker John Boehner to vote its conscience, this bill could pass immediately. It's unconscionable that any one person would stand in the way of this crucial piece of the civil rights puzzle."

"With today's vote in the Senate, Majority Leader Reid, Chairman Harkin, lead sponsors Senators Merkley and Kirk, and Senators Collins and Baldwin have shown us all what leadership looks like. Now, Speaker Boehner should take up the mantle of leadership and allow the House to join them."

On action from the White House re an Executive Order:

Separately, President Obama is also empowered to sign a long-pending executive order that would protect the employees of federal contractors from discrimination on the basis of sexual orientation and gender identity. This order is not a silver bullet, and ENDA is vitally necessary after the order is signed. But the Human Rights Campaign has long argued that, by signing the order, President Obama can extend workplace protections to over 16 million American workers.

"We urge the House of Representatives to pass ENDA immediately, and we call on President Obama to send a clear message in support of workplace fairness by signing this executive order."

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www.hrc.org

NOV. 7

Day of final
Senate Vote

YEA

64

NAY

32

From: Fred.Sainz@hrc.org

To: [Redacted]

Cc: [Redacted]

Bcc: [Redacted]

Subject: Why the Senate passed ENDA

2. **By providing compelling proof that Americans STRONGLY support nondiscrimination protections and LGBT equality overall.** [Recent polling by GOP pollster Alex Lundry](#) shows 69% of voters, including 56% of Republicans, support a federal law protecting gay and transgender employees from workplace discrimination. Moreover, an incredible eight out of 10 voters believe it is currently illegal under federal law to fire or refuse to hire someone because they are gay or transgender. Lundry's poll also found that there is majority support for ENDA in all 50 states.
3. **By providing Republican senators with clear and compelling proof that there was no downside to voting for ENDA.** [HRC's study](#) proved that no Republican State Legislator who has voted for LGBT workplace protections has lost re-election because of that vote.
4. **We proved American Business supports ENDA.** [HRC's Business Coalition for Workplace Fairness](#) featured over 100 of America's biggest companies and best known brands, all standing in support of ENDA. In addition, according to HRC's research, 88 percent of Fortune 500 companies have implemented non-discrimination policies that include sexual orientation, and 57 percent that include gender identity.
5. **By building a strong coalition that included Republicans.** Earlier this year, HRC organized a number of groups to work together in coalition toward the passage of ENDA. [Americans for Workplace Opportunity](#) is a diverse, bipartisan coalition of 11 organizations that represents millions of Americans who support ENDA. HRC has contributed \$2 million of the effort's \$2.5 million budget. The American Unity Fund, founded by GOP donor Paul Singer, is an important part of the coalition effort.
6. **Substantive questions were asked and answered.** The body of scholarship supporting ENDA was strong.
7. **Momentum is on our side.** Seven states have gotten marriage equality this year alone. At the end of 2012, 14 percent of Americans lived in marriage equality states. Counting Illinois, the percentage increases to 37 percent. Over the course of the past decade, [societal attitudes](#) have changed dramatically in favor of LGBT people.
8. **Nine in 10 Americans now know someone who is gay or lesbian.** When you know us, it's increasingly difficult to discriminate against us. And when you know more of us, it's virtually impossible.
9. **No organized opposition.** There was no evidence of the Senate Republican leadership whipping the bill. Organizational opposition has been anemic (I'm being polite) and steeped in animus as opposed to substance.
10. **By having tireless Senate advocates on both sides of the aisle.** We're lucky to have stalwart advocates like Senators Reid, Harkin, Merkley and Baldwin on one side of the aisle and Senators Kirk and Collins on the other. They have been tireless champions for this bill. The number – and impact – of member-to-member conversations they've had on this bill has been a driving force for progress.

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www.hrc.org

SENT 7

detailed emails



with

**FACTS, QUOTES
AND BACKGROUND**

info



TO 275

top-tier reporters



OVER 7 DAYS

of senate debate

National Journal

"The Human Rights Campaign spent \$2 million in these states, generating more than 162,000 emails, 80,000 postcards, 15,000 calls and 1,000 letters. The advocates made sure that the senators on their "gettable" list knew that they would not be penalized from the right for their support. The Human Rights Campaign circulated an extensive report showing that not one Republican state legislator had ever lost reelection because he or she voted for a state nondiscrimination law.

The tactic worked. Sen. Lisa Murkowski, R-Alaska, cited the gay outreach as main reason she decided to support the bill when Harkin's committee passed it in July. Sen. Orrin Hatch, R-Utah, also voted for it."

The Washington Post

Support for Employment Non-Discrimination Act (ENDA) is Growing

"A multimillion-dollar lobbying effort has also helped. The Human Rights Campaign has spent more than \$2 million in recent months targeting Pryor, Manchin and potential GOP supporters. The group said Wednesday that it has deployed 30 field staffers to urge supporters to send 100,000 e-mails and 50,000 postcards and to make about 3,000 phone calls to Senate offices."

CRAFT AN

Attention-Grabbing

HEADLINE



Group Protests Against
LR School Over Firing
Gay Teacher

Like Tweet

washington
blade



HUMAN
RIGHTS
CAMPAIGN

Catholic High School in Little Rock Disregards Pope Francis, Threatens Gay Teacher with Dismissal

HRC calls on all fair-minded Arkansans to speak out against unjust discrimination

Washington – The Human Rights Campaign, the nation’s largest lesbian, gay, bisexual, and transgender (LGBT) civil rights organization, is calling on Mount St. Mary’s Academy in Little Rock, AR to immediately cease discriminatory employment practices targeting their LGBT teachers.



Mount St. Mary Academy in Little Rock is telling the public her female partner.
spoke to an audience of reporters Tuesday at an event sponsored by the Human Rights Campaign; a lesbian, gay, bisexual, and transgender advocacy group.
Cullough worked at the Catholic all-girls school for over a decade and learned she had been fired less than an hour after



marriage

October 21, 2013

Shortly after marrying her long-time female partner, Tippi McCullough received a phone call from the principal of Mt. St. Mary Academy in Little Rock, Arkansas, giving her an ultimatum, either leave her job or be fired.

**CAPTURE AND HOLD
ATTENTION WITH YOUR**

Lead Paragraph



NOM's Brown Traveled to Russia to Support Bill That Would Deny Adoption to "Abnormal" Gay Parents

Brown: "Every child should have the right to have normal parents"

WASHINGTON — As a growing chorus of condemnation mounts against a bevy of new anti-LGBT legislation in Russia, today it emerged that National Organization for Marriage (NOM) president Brian Brown traveled to Moscow earlier this year in support of a bill — now law — that bans the adoption of Russian children by gay couples, unmarried couples and single people in countries where same-sex marriage is legal. People For the American Way reported and shared a video from an interview Brown gave to a local television station, where he told the reporters that prohibiting adoptions by gay and lesbian couples was a way of halting a slippery slope of "very negative developments all over the world." In a speech before the Russian Duma's committee on family, women and children, he stated, "Every child should have the right to have normal parents: a father and a mother."

"This goes well beyond marriage," said Human Rights Campaign president Chad Griffin. "Apparently NOM is expanding its portfolio to include the international persecution of LGBT people. We knew that Brian Brown had it out for gay people in America, but it's now become clear that he's hell-bent on ruining the lives of gays and lesbians worldwide."

After Brown's visit, Russian president Vladimir Putin signed the approved legislation into law. Another law, which outlaws "propaganda of nontraditional sexual relations," was also passed by Russia's Parliament and signed into law by President Putin this year. Under the guise of protecting children from "homosexual propaganda," the law imposes steep fines on citizens who disseminate information that may cause a "distorted understanding" that LGBT and heterosexual relationships are "socially equivalent." And yesterday it was reported that a committee of the Russian Parliament advanced a bill that would make homosexuality — or presumed homosexuality — a basis for denying parental custody. The bill is scheduled for a vote by the Duma in February of next year.

REMEMBER:

- There may be better ways to communicate information than a press release.
- Just because it's been done a certain way in the past doesn't mean it's been effective... or has to be done the same way in the future.
- Reporters can diminish a release – they get thousands of them – but they can't dismiss helpful information.
- Pass along timely, useful information – as opposed to opinion. Don't overwhelm.
- Solid, sustained media relations is key to eventual inclusion.

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