

Sample script for calling reporters:

“Hi can I speak with [REPORTER]. Hi, [REPORTER] this is [NAME], and I’m a volunteer with MoveOn.org Political Action from [CITY]—MoveOn is a grassroots organization with over 3.1 million members across the country. We are holding a vigil at 6:30 on [DAY] evening to honor the 2000 soldiers that have died in Iraq. I sent you an advisory about the event did you get it?

If not: Where can I send it?

If yes: Great

Our vigil is one of many being held all over the country. Again the event is at 6:30 at [YOUR LOCATION] on [DAY] and there will be great visuals. People will have candles and flowers, many will bring pictures of family members lost in Iraq or those still over there, and people will have signs that say “Support Our Troops, Bring Them Home” and “How Many More?” Do you think you can make it tonight at 6:30 at [YOUR LOCATION] for this important event?”

Helpful Hints For Calling the Media:

- Be short and friendly, reporters are very busy.
- Ask them if they received the advisory.
- Repeat the time, location, and date of your event at least twice.
- Remind them that there will be great visuals.
- Ask them if they are going to come to your event.
- Remember that this is not a protest but a vigil and a time to honor and remember the soldiers that have died.

Most important, it is easy! Reporters are looking for a story to tell about how people in their community are affected during this moment, and you are giving them a great local story.