

MEDIA PANEL HIGHLIGHTS : CTLCV Summit : 12-2-09

Lay of the land

- Emerging new media – environmental groups need to find the people and where to place the message.
- Relationships are still important, but we need to search for them in new places.
- Reporters are splitting their time between issues (not strictly environmental)

What resonates with reporters?

- Local angle with statewide implications.
- Should be humanized, tell a story
- Editorial boards should receive everything that is being sent to reporters.

New Web site to be launched: CTMIRROR

- Focus is on politics and public policy regarding state government. Five staff, three-year funding commitment. Their challenge is mixed: to reflect the Capitol day-to-day and report on the campaign trail.
- Approach them with anything that holds government accountable: what has worked, what has not, and why?
- Some of the things that they will post include:
 - databases
 - essential research
 - links to other sites
 - materials that they can vet
 - in-depth and breaking news

CT NEWS JUNKIE

- Uses Facebook a lot to get and distribute news. Is partner with **New Haven Independent**.
- Likes detailed background on complicated issues and reports that are newly released.

See-CLICK-FIX

Linked with Journal Inquirer. Trying to get more involved.

Reports sent to media should always include:

- description of the group
- how the research was done
- be available on-line
- Burden today is on the advocates to provide the research, especially when stories are technically hard to understand.

What business model is working to make paper or media outlets survive?

- There is no exact business model; it is all an experiment
- POLITICO.COM is an example of survival through ad revenue generated by paper.
- Local papers are profitable for local business ads. This is another important reader outlet.
- Trend toward more paid sites is inevitable. All publishers in CT have gathered to discuss charging, probably through paywalls. This is emerging debate within the media institutions

More freelance writers today than before.

- There are many environmental reporters, but not necessarily identified with specific papers. We need to find them.
- SOCIETY OF ENVIRONMENTAL JOURNALISTS has sub groups and freelancers. Find the CT members. Groups can pay to have their news releases posted.

Are press conferences effective?

- For TV, always have visuals
- For all others, need info they can link to.
- Be efficient with time, don't stretch it out.