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## MEMORANDUM

To: Irwin Zalkin, The Zalkin Law Firm  
From: Tom Butler and Chris Collora  
RE: Updated Report on August 2019 Media Outreach Activity and Results  
Date: August 22, 2019

### Media Outreach and Results

#### Activity and pending stories since the filing of the lawsuit on August 14, 2019:

Following the press conference, we worked with the Zalkin Law Firm team to upload video of the press conference to share with interested media that wanted to see and use quotes from the event.

In addition, the Butler Associates team continued to contact reporters who that could not attend the press conference but were interested in the subject. We also distributed the press release, photos, and the video link to news desks and reporters nation-wide.

More recent pitches to local media outlets since the lawsuit was filed on Wednesday have resulted in articles posted in **Brooklyn Paper** and **Patch**. We also reached out to nationwide publications and regional publications including **Time**, **U.S. News & World Report**, **People**, **the Washington Post**, **the Los Angeles Times**, and a wide range of outlets that may be interested in the story for its various elements including the religious angle, the legal angle and human interest angle.

Our team has also coordinated several phone interviews for Irwin Zalkin, including with reporters from **Newsweek**, **The Daily Telegraph (U.K.)**, **the Albany Times-Union** and more that are awaiting posting.

## Earned Media:

Following the press conference, we quickly earned results in media outlets, including: **Newsweek**, the **New York Post**, the **New York Daily News**, **am New York**, **Law360.com**, the **New York Law Journal**, **NBC-4 New York**, **WPIX-11 TV**, **WCBS 880**.



The logo for Newsweek, with the word "Newsweek" in a white, bold, sans-serif font on a red rectangular background.

The logo for El Diario, with "El Diario" in a blue, bold, sans-serif font and a small red circle with "ec" in white to the right.

In the following days we got a second, in-depth **Newsweek** article, articles in **Nation and State**, the **Church Militant**, **The Staten Island Advance**, **NY Times Post**, **Pathos.com's Free Thinker Column**, **El Diario**, **Yahoo**, **NY1 Noticias** and several mentions in articles covering the CVA law in general.

## Day of Press Conference- 8/12/19



The day of the press conference Butler Associates staff followed up with each newsroom and confirmed

awareness of the event and gauged likelihood of coverage. From Butler Associates, Tom Butler, Jason Fink and Chris

Collora attended the press conference to assist, take photos and video, distribute press releases and answer media questions.

A wide range of media showed up including **Fox News Channel**, **ABC New York**, **WCBS 880**, **Pix 11**, **WNBC 4**, **NY1 Noticias**, **NTD**, the **New York Daily News**, the **New York Post**, **Law 360**, **AM New York**, **Epoch Times** and more.

Immediately following the interview, **PIX 11**, **NBC** and **Fox News Channel** did sit down interviews with the victims that were prominently featured in their stories that appeared that night.



### Outreach activity- 8/8/19-8/12/19

Prior to pitching the narrative, Butler Associates identified, researched and compiled a list of likely reporters and editors to pitch the story to based on past coverage of this law and our existing databases of local media. Starting upon receipt of the final approved version of the Zalkin Press Advisory for the press conference on August 8, 2019, Butler Associates pitched New York City area TV, radio, newspaper, magazine, and online media newsroom assignment desks, news editors,



producers and reporters to alert them about the press conference and attempt to generate interest in the story. Using our established media contacts and lists of local journalists we targeted reporters that worked on specific beats including criminal justice reporters, court reporters, law reporters, religion reporters and reporters that recently wrote about the CVA law to reach the most likely reporters that would probably be assigned to cover the story.

Butler Associates reached out to all major news outlets in the New York area including the local and national broadcast and print news desks including CBS, NBC, ABC, Fox, Pix 11, NY1 News, Fox News, CNN, the New York Times, the Wall Street Journal, the New York Post, the New York Daily News, Newsday, the Huffington Post, USA Today, Newsweek, and many more news media outlets. We also posted the story on the **Associated Press** Daybook and **Politico's Playbook** events calendar, two very visible and utilized resources by newsroom assignment desks.

Our team coordinated and confirmed receipt of the press advisory with all local newsrooms prior to and day of the press room to confirm awareness of the event and encouraged each desk to cover the story. Since many newsrooms don't make coverage decisions until the day of, we confirmed awareness and on the day of the press conference secured as many confirmations as possible.

Prior to the press conference we secured embargoed interviews in the New York Daily News and promised Fox News Channel the first "sit down interview" with the victims following the press conference.