

Planning Sheet

Public Relations Situation: Creation of a video news release for RiverGuard to advocate for strong laws and enforcement to reduce pollution in lakes, rivers, and streams.

Analysis of Key Publics: 1. Northeastern US citizens (get the most acid rain); wants/interests/needs

- *Information on acid rain/snow

- *Action by elected officials to fight the effects of acid rain/snow

- *Safety from the plague of acid rain rain/snow

2. Citizens in other areas affected by acid rain; wants/interests/needs

- *Plans for resolving the issue of acid rain

Core News: The affects of acid rain and acid snow in local areas and the need for stronger enforcement of environmental policies to correct the damage.

Benefit Statement: Citizens will be more informed on the negative affects of acid rain, how it can damage themselves and the environment, and what needs to be done to change the situation.

Tone of Message: The tone should be informative and trustworthy. Citizens should feel confident that the information they are receiving is accurate and in their best interest.

Intended Outcomes: *Advocation of stronger environmental law enforcement

- *Informing the public about the devastation of acid rain/snow

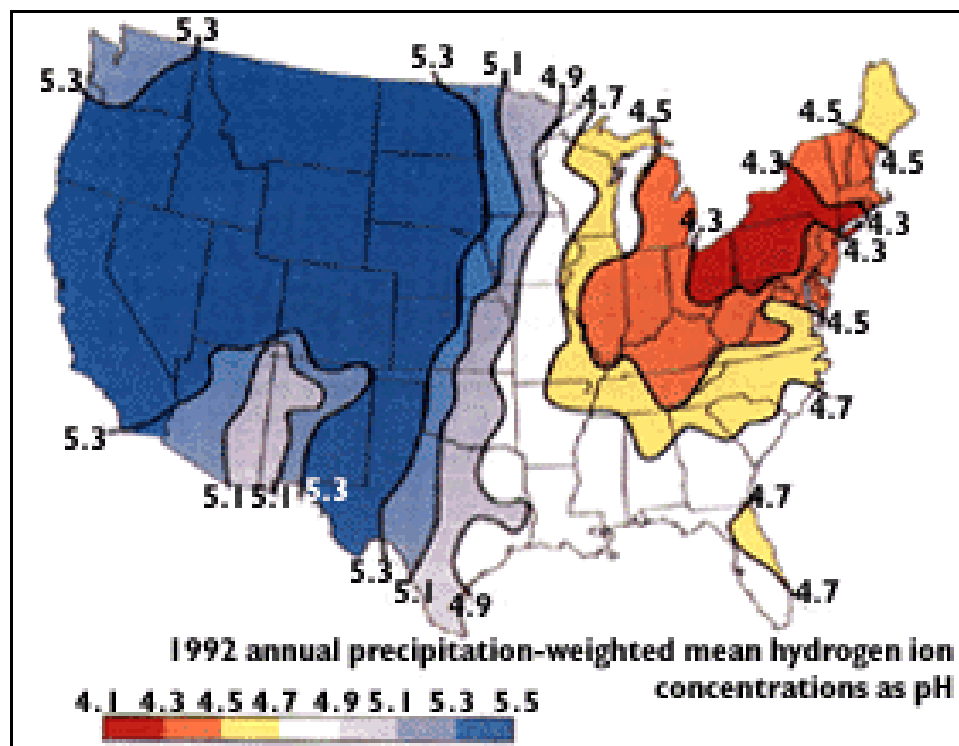
Action Statement: Informing the public about acid rain and acid snow, their damage and affects, while encouraging citizens to become active in calling for change from their government and officials.

Readability Range: A grade level of 9-12 would make this information accessible to the key publics.

Largest Markets in Northeastern United States

1. New York, New York
2. Chicago, Illinois
3. Philadelphia, Pennsylvania
4. Washington, DC-MD
5. Boston, Massachusetts
6. Detroit, Michigan
7. Minneapolis, Minnesota
8. Cleveland, Ohio
9. Charlotte, North Carolina
10. Pittsburgh, Pennsylvania

Source: <https://www.newsgeneration.com/broadcast-resources/top-100-radio-markets/>
<https://water.usgs.gov/edu/acidrain.html>



B-Roll Segments for VNR

1. <https://www.youtube.com/watch?v=v4rsBFJyJdU>
2. <https://www.youtube.com/watch?v=Ge50ePjpmRY>
3. <https://www.youtube.com/watch?v=FxHBwJ93ai0>
4. <https://www.youtube.com/watch?v=pQ8o07tpvl8>
5. <https://www.youtube.com/watch?v=iSKtKshmMvE>
6. <https://www.youtube.com/watch?v=3gjZqfmMN1k>
7. <https://www.youtube.com/watch?v=MqHw1hMEkAQ>

Images and segments from these clips include information on acid rain, how it is formed, areas affected by it, videos of acid rain falling, photos of buildings affected by acid rain, and more.

Basic Outline

RIVERGUARD ENVIRONMENTAL ACTION GROUP

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Public Relations Writer

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ACID RAIN AND ITS DEVASTATING EFFECTS ON NEW YORK

February 12, 2018

For Immediate Release

1.INTRODUCTION OF ISSUE: Acid Rain

- a. Definition
- b. Causes
- c. Affects
- d. B-Roll footage of professional definitions and causes written to coincide with sound bite

2.Areas affected most by the phenomena including New York as one of the most densely populated cities.

- a. B-Roll footage of New York monuments being eroded by acid rain
- b. B-Roll footage of pedestrians walking in the rain in New York

3.Way to stop the spread of acid rain

- a. Reduction of pollution
- b. Reduction of fossil fuel driven buildings in the city
- c. B-Roll footage of smoke coming from factories in New York
- d. B-Roll footage of haze/smog over the New York Skyline

4.Ways for citizens to voice their opinions on the matter

- a. Public officials to write
- b. Offices to call
- c. Visual of these contact information

NOTE TO THE PRODUCERS/DIRECTORS: The B-roll is attached to this document and can be downloaded at the provided links

— END —

Cover Letter

To the Producers/Directors of ABC7 Eyewitness News - WABC-TV New York,

My name is Louis Barragan and I am writing on behalf of RiverGuard, an environmental action group. The group lobbies federal, state, and local government as well as advocates with the media and public for strong laws and enforcement to reduce pollution. I have compiled a Video News Release that would be well-suited for your network and its viewers.

The VNR elucidates the phenomena of acid rain and acid snow which are problems largely affecting the areas of New York which you cover. The VNR includes basic information about the causes, effects, and negative impact of acid rain and snow. Included are several segments of B-Roll footage that contain relevant information and footage to be used at your discretion. The B-Roll footage was filmed by our own videographers and news producers here at RiverGuard based out of Chicago, Illinois. The footage is exclusive to our team, but we are sharing it with you in hopes that it will aide the narrative of the story as you present it.

While I have included an outline of the VNR as I felt it could be presented, I encourage you to edit it to fit the needs of your local market. Utilizing footage focusing on the metropolitan areas of New York City that have been affected by acid rain would be a powerful addition. Discussing the damage done to iconic New York architecture is another interesting aspect to discuss in this segment. The VNR is an important piece of information and would do well to inform your viewers and, hopefully, inspire them to action. I appreciate the time taken to look over the VNR outline and content.

Thank You,

Louis Barragan
Public Relations Writer
RiverGuard