

LATU Media Team has been issuing press releases for the following reasons:

- To inform the media of particular tenants' struggles; to help their case and draw public attention to their landlord's actions (or the actions of a developer or the city officials who allow it to happen).
- To announce a forthcoming action (occasionally also to give a summary of an action).
- To announce a court decision
- To announce a position in relation to a campaign
- To announce a victory

When sending requests to the LATU Media Committee, answering the six prompts below will help create more unified messaging within LATU and help get press releases written and distributed faster.

1. **DESCRIBE** the action / event / news item in ONE SENTENCE.

- Example: The Venice & Western tenants are going on rent strike.
- Ex. Mitch O'Farrell fundraiser event crashed by Hollywood Local.
- Ex. Floor-to-ceiling toxic mold in West Adams apartments
- Ex. East Side Local tells Metro to back off!

2. **WHO** (who is putting out this press release? Local or Tenants Association or both?)

3. **WHAT** (what is happening; either to tenants, or with a case, or with an action?):

- This is not the place for *all* of the background information. That goes under 'Why'. This is the place for concrete details of what the press would see / experience / learn about if they showed up today. Will they see a Local protesting outside of a landlord or official's office? Or will they see tenants facing illegal evictions?

4. **WHERE** (where are the tenants living? OR where is the action happening?):

- Only one location should be listed here. If it's the Alvarado St. tenants having an action at Dodger Stadium, then Dodger Stadium is the location and the fact of the tenants living on Alvarado can go in the 'What' and 'Why' sections.

5. **WHEN** (when did this start happening to tenants or when will this action happen—date, time?):

- If the press release is to inform the media of a situation: When did this start happening to tenants? What were other milestones since then? If there are a number of events, write out a timeline.
- If the press release is to inform the media of an action, give the date and time.

6. **WHY**

- Why is this action happening?
- OR, Why is this particular tenant struggle important for all tenants/tenant allies to know about?
- Who are the parties at fault (landlord, developer, property manager, or some other combination)?
- What do we know about the motivations behind the landlord / developer / etc. who is harming the tenants?
- What did the landlord / developer / etc. do or not do that brings this to crisis level (i.e. won't repair, won't negotiate, takes retaliation, etc.)?
- What is the goal of the tenants with bringing attention to their case OR What is the goal of the action?

**It's important that all names, dates, facts are 100% accurate in this section, as media will be looking to refer to it when pitching or covering the story*

Some recent examples:

1. <https://us16.campaign-archive.com/?u=1d05022fee64f8d5184906274&id=903768482c>
2. https://mailchi.mp/latenantsunion/north_hollywood-456929
3. <https://mailchi.mp/latenantsunion/kingswood-july31>

In general, the most important info is called out in the red boxes—or in the case of that Ellis Act action, there will also be a few sentences summarizes everything at the top too. Press cares most about punchy headlines, who/what/where/when/why info at the top, contact info, and then a background summary at the end for those press who will want to write/cover it.