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PRL 214

Professor Pelfrey

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Roles: Chief Communicative Officer

Media Briefing Questions & Talking Points

Questions:

1. Why would my readers be interested in this story?
2. What other ways will you be using to gain coverage of this event. Will the NYT be the main source?
3. What are you currently doing to spread the word about your campaign? How are you anticipating the New York Times to help you with this?

Talking Points:

- **Background Information:** Team ENOUGH is one of the largest youth-led gun violence prevention organizations in America and a subset of the Brady United Coalition Against Gun Violence. Founded in June of 2018 after the Parkland shooting, they focus on efforts to combat gun violence through a bi-partisan lens and focusing on the communities that are specifically impacted in the United States. By nature of the premise of their efforts, they believe that when everyone has a seat at the table, they can build an effective movement to prevent all gun violence in all communities.
- **Objective:** Attract the attention of elected officials and urge them to draft strong gun control legislation right away. Team ENOUGH is urging a week of nationwide protests and offering guidance on how to contact state and municipal officials in each city. While urging action around the country, Team ENOUGH will dedicate additional resources to the states and localities that have lately experienced the worst gun violence, such as Nashville and East Lansing.
- **Audience:** The target audience for the Team ENOUGH campaign is substantial. Making the broader population aware is the first step. The majority of the audience consists of educators and parents with school-aged children. People who work at schools such as teachers, administration, and food services are also apart of the audience. Times Audience: The audience of NYTimes.com is made up of 45.14% women and 54.86% men. The greatest age group of tourists is between the ages of 25 and 34.

- **Key Dates:** The calls to politicians & marches will be taking place the week of April 10 - 14.
- **Mission Statement:** “We are survivors of gun violence; we are students; we are activists: we are people who experience gun violence in different ways — and to different degree”
- **Resources of the organization:** Between survivors of gun violence/ family members, professionals in the political sector, lawyers, students etc. there are a variety of connections and resources to promote and execute the campaign.
- **Social Media:** We will be providing coverage of the protest through Instagram stories as well as live tweeting.
- **Collaborations:** Kristen Bell and Amy Schumer will both be making an appearance during the protest.