PRESS Act Toolkit:

The NewsGuild-CWA has compiled this toolkit for TNG locals and members to use for a call campaign to lobby our Senators and activate communities in support of the journalist shield law known as the PRESS Act. Read TNG's recent statement on the PRESS Act here.

Important Links:

1. Here is the link to the Call Campaign Page.
    a. The case-sensitive short link for the call link is: bit.ly/PassPressAct
2. Here is a link to the Call Script.
3. Here is the link to the social media graphic.
4. Here is a draft letter from local leadership to your Senators

1. PRESS Act Overview:

The PRESS Act is a critical shield law that protects journalists, whistleblowers and news sources from government overreach and spying.

The legislation would create protections that already exist in almost every state. It would protect against future administrations silencing dissent, intimidating whistleblowers and journalists and increase protections already provided in the First Amendment.

The PRESS Act isn't just about protecting journalists—it's about protecting all Americans. From exposing political corruption to uncovering public health crises like Flint's water disaster, journalists play a vital role in holding power accountable and informing our communities.

The PRESS Act successfully passed the U.S. House of Representatives in January 2024 with bipartisan support. We must act now to ensure the PRESS Act passes the U.S. Senate.

2. Call Campaign:

Our PRESS Act campaign includes having supporters call Senators to ask them to pass the legislation before a new administration starts in January. The staffer on the other line has to listen to what callers have to say. They can't just skim the words like they could with something written. We had over 1,000 individuals send letters to their representatives on H.R. 9495 and we want to build off of that momentum to PASS the PRESS Act.

This is how it will work:

1. Callers will click on the Action Network link and input their mobile phone number and ZIP code.
2. The Action Network page will then display a call script for callers to use, but we recommend that you are prepared to customize your message for your community.
    a. *Give examples of how good journalism, especially investigative reporting, has supported your community.*
3. Callers will then receive a call with a recorded message BEFORE they are connected to their Senators that preps them for the call.
4. Finally, callers will then be connected to Senate offices to talk with a staffer or leave a message. In addition to leaving a message, we recommend that you continue to ***call during the workday*** until you can get a real person on the phone.

Key Points to Remember:

- The PRESS Act passed unanimously in the House with bipartisan support.
- The PRESS Act was introduced in the Senate with bipartisan support.
- It protects all journalists and sources at the local and national level.
- It upholds the First Amendment and prevents government overreach.
- Call during working hours and call until you get a person on the phone. Leaving a message is fine, but the more we demand their attention, the better.

3. Template Letter to Electeds from TNG Locals:

We also encourage TNG local leaders and units to send a letter directly to Senators in states we have members. This is an effective way to leverage local leadership voices to put pressure on Senators.

Here is a template letter to tailor for your local: PRESS Act Local Template 2024-12

If you don't have the contact information for your Senators office email Courtney Laudick, claudick@cwa-union.org for help in finding that information.

4. Social Media Copy:

We'll also be pushing the campaign on all of our social media accounts ***(especially on BlueSky)*** to involve as many of our labor movement, subscribers and community allies as possible.

Here are some ideas for social media copy:

(General Example):

The PRESS Act protects two fundamental rights: a free press and free speech. Local journalists hold power to account, expose corruption and cover crises that affect us all.

Tell Congress to pass the PRESS Act and protect communities from government overreach: bit.ly/PassPressAct

(Community/journalism-focused Example):

In **(your newsroom/community)**, *journalists have exposed* **(scandal or investigation relevant to the community)** *which was instrumental in informing and protecting our community. Without the PRESS Act, this work is under threat.*

Tell Congress to pass the PRESS Act and protect communities from government overreach: bit.ly/PassPressAct

5. Social Media Graphic (click here to download):

Note: Should you have any issues downloading this post from Google Drive, please click here to download the graphic directly from our Bluesky post.


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PRESS ACT NOW!
THE NEWSGUILD
TNG
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