



Media Training

Best Practices to Share Your Stories

June 2025



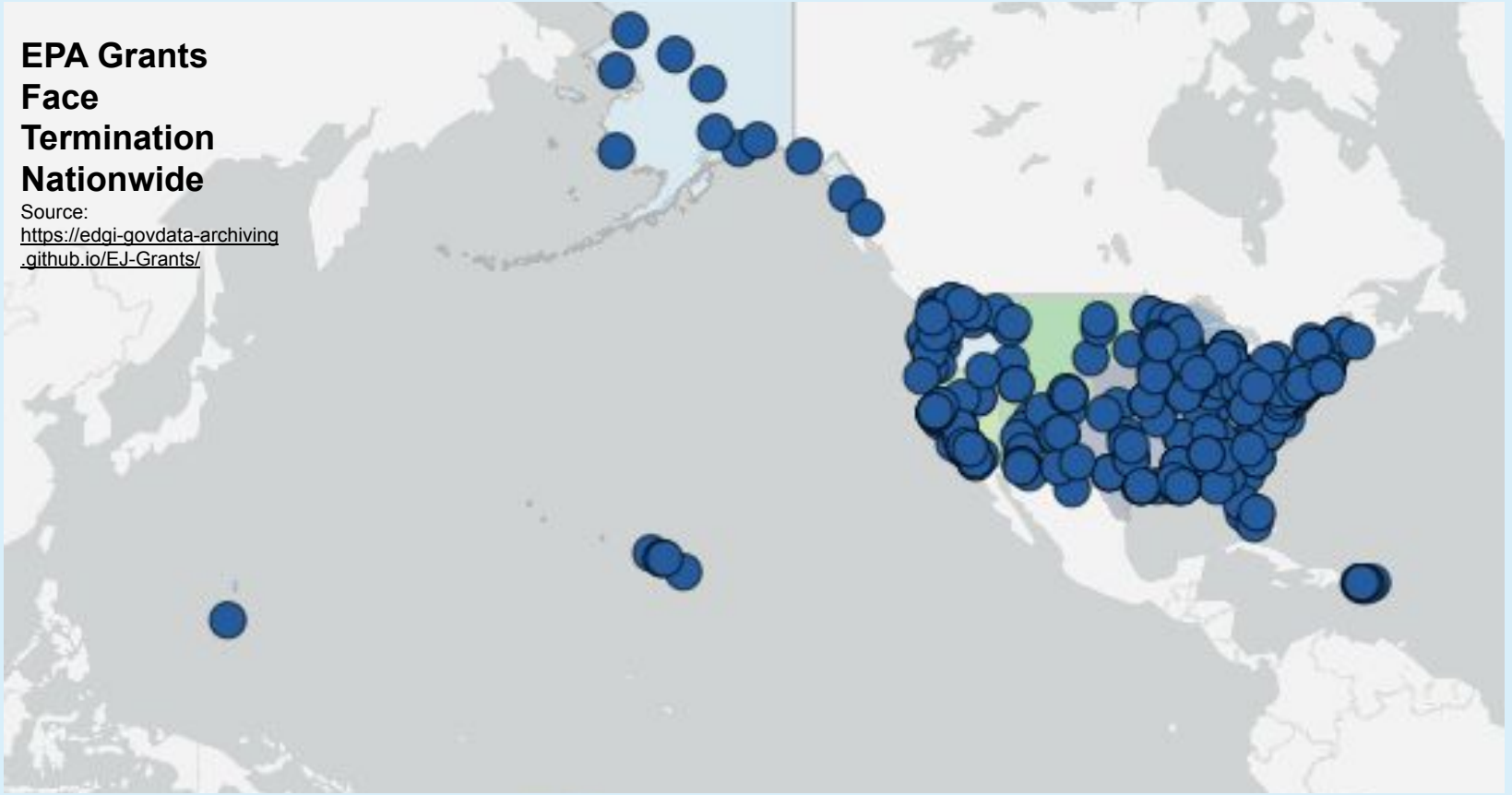
Federal Grantees Are On Different Tracks





EPA Grants Face Termination Nationwide

Source:
<https://edgi.govdata-archiving.github.io/EJ-Grants/>





Strategies for telling your story

1

Host a Press Conference or Press Call: Coordinate with other grantees and partners, then send invitations to regional press.

2

Direct Press Engagement: Reach out directly to local/regional press to share your story. Let EPN/L4GG know you are willing to speak to press. You can also send a press release with a longer narrative to lists of reporters in your region.

3

Amplify via Social Media: Share your story across social media and encourage your allies to amplify that story.

4

Update Your Elected Officials: Send another letter to your senators, representative(s), governor(s), state environment secretary, and mayor(s).





Best Practices for Storytelling

1. **Focus on the impact to real people and local communities.** Emphasize the work that you cannot do versus the disruption to your internal team/organization.
2. **Emphasize stories over aggregate numbers.** A powerful anecdote will travel farther and break through better than a story about “X tons of averted pollution” or “X dollars saved.”
3. **Keep your story streamlined.** Lots of bad things are happening but a laundry list will lose your readership. Tie into big themes such as energy affordability, reducing pollution, and resilience.
4. **When ‘on the record’ try to provide pithy points.** Reporters are talking to you to (1) get the necessary context for their story; and (2) looking for a 1-2 sentence quote. Write down some of the quotes you would like to see in print before your call.



A Quick Guide to Contacting Reporters

1. **Reporter and editor contact information is usually easy to find** on their website.
 - Reporters want you to contact them with potential stories!
 - Look for staff assigned to environment, public health, or local issues.
 - Another approach is to see what reporter wrote the most recent story about environmental issues for that publication and contact them.
 - Don't worry about emailing the "wrong" person – they can connect you with the right colleague.
2. **Send a short pitch via email.** This can be as simple as the following:
 - Hi [Reporter Name] – I lead a local nonprofit that received a \$X million grant through an EPA program. The Trump Administration is now trying to terminate the grant, which would prevent us from [share a short summary of your planned work and where it would take place]. This is particularly disappointing because there has been no evidence of wrongdoing with our grant nor is it clear that EPA even has a lawful basis to terminate it. I would be happy to speak with you if you're interested in a story about what this means for [name of local community].
3. **Speak to the reporter by phone**, if they are interested. Focus your conversation on your scope of expertise (i.e., what work you had planned, what will not happen if the grant is terminated). If they have questions about ongoing litigation, refer them to [Boni Croyle](#) for further assistance.





Communication Resources

Media Interview Strategies



Media Talking Points



Social Media Toolkit



If you need help preparing for a media interview, please contact epn-press@environmentalprotectionnetwork.org for 1:1 assistance.

