



Religious communities must stop blessing war and violence...

DON'T HATE THE MEDIA... BECOME THE MEDIA! MEDIA GUIDE



Action Tools:

Council on American-Islamic Relations California Chapter http://www.cair-california.org/

Great tools on right hand side of page (powered by http://www.congress.org) that make it possible for you to:

- Send a copy of the same letter to the President, your Senators, and your Congressperson.
Send the same letter to up to five different local papers, television networks, local television affiliates, and local radio stations

Congress.org http://www.congress.org

Sponsored by Capital Advantage, Congress.org is a wonderful site where you can keep track of current federal legislation, check to see how your representative voted, and research current issues.

Fairness and Accuracy in Reporting (FAIR) http://www.fair.org

A fantastic site that has a wealth of information, including:

- FAIR's Media Activism Kit: A step-by-step guide to getting involved in media activism, from letter-writing to organizing a demonstration. Includes an essential resource list.
Challenging Hate Radio: A Guide For Activists. Some tips on documenting hate speech, and what activists can do about it.
FAIR's extensive Media Contact List includes contacts for network and cable programs, national radio programs and newspapers, magazines and news wire services

Major Media Contacts - Television:

ABC News 77 W. 66 St., New York, NY 10023 Phone: 212-456-7777 General e-mail: netaudr@abc.com Nightline: nightline@abcnews.com 20/20: 2020@abc.com

CBS News 524 W. 57 St., New York, NY 10019 Phone: 212-975-4321 Fax: 212-975-1893 CBS Evening News: evening@cbsnews.com The Early Show: earlyshow@cbs.com 60 Minutes II: 60II@cbsnews.com 48 Hours: 48hours@cbsnews.com Face The Nation: ftn@cbsnews.com

CNN One CNN Center, Box 105366, Atlanta, GA 30303-5366 Phone: 404-827-1500 Fax: 404-827-1906 http://www.cnn.com/feedback/

FOX 1211 Ave. of the Americas New York, NY 10036 Phone: (212) 301-3000 Fax: (212) 301-4229 comments@foxnews.com Special Report with Brit Hume: Special@foxnews.com FOX Report with Shepard Smith: Foxreport@foxnews.com The O'Reilly Factor: Oreilly@foxnews.com Hannity & Colmes: Hannity@foxnews.com, Colmes@foxnews.com On the Record with Greta: Ontherecord@foxnews.com

NBC 30 Rockefeller Plaza, New York, NY 10112 Phone: 212-664-4444 Fax: 212-664-4426 NBC Nightly News with Brian Williams: nightly@nbc.com NBC News' Today: today@nbc.com Dateline NBC: dateline@nbc.com

MSNBC One MSNBC Plaza Secaucus, NJ 07094 Phone: (201) 583-5000 Fax: (201) 583-5453 world@msnbc.com Hardball with Chris Matthews: hardball@msnbc.com MSNBC Reports with Joe Scarborough: msnbcreports@msnbc.com

## **Major Media Contacts - Television (cont):**

### **PBS**

1320 Braddock Place, Alexandria, VA 22314

Phone: 703-739-5000

Fax: 703-739-8458

The NewsHour with Jim Lehrer: [newshour@pbs.org](mailto:newshour@pbs.org)

## **Major Media Contacts – Radio**

### **National Public Radio**

635 Massachusetts Ave. NW, Washington, DC 20001-3753

Phone: 202-513-2000

Fax: 202-513-3329

E-mail: Jeffrey Dvorkin, Ombudsman [ombudsman@npr.org](mailto:ombudsman@npr.org)

All Things Considered: [atc@npr.org](mailto:atc@npr.org)

Morning Edition: [morning@npr.org](mailto:morning@npr.org)

Talk Of The Nation: [totn@npr.org](mailto:totn@npr.org)

### **The Rush Limbaugh Show**

1270 Avenue of the Americas, NY 10020

Phone: 800-282-2882

Fax: 212-563-9166

E-mail: [rush@eibnet.com](mailto:rush@eibnet.com)

### **Sean Hannity Show**

E-mail: Phil Boyce, Program Director [phil.boyce@abc.com](mailto:phil.boyce@abc.com)

## **Major Media Contacts – Print Media:**

### **Los Angeles Times**

202 West First Street, Los Angeles, CA 90012

Phone: 800-528-4637 or 213-237-5000

Fax: 213-237-4712

Letters to the Editor: [letters@latimes.com](mailto:letters@latimes.com)

Readers' Representative: [readers.rep@latimes.com](mailto:readers.rep@latimes.com)

### **New York Times**

229 W. 43rd St., New York, NY 10036

Phone: 212-556-1234

Fax: 212-556-3690

D.C. Bureau phone: 202-862-0300

Letters to the Editor (for publication): [letters@nytimes.com](mailto:letters@nytimes.com)

Write to the news editors: [nytnews@nytimes.com](mailto:nytnews@nytimes.com)

### **USA Today**

7950 Jones Branch Dr., McLean, VA 22108

Phone: 800-872-0001 or 703-854-3400

Fax: 703-854-2165

Letters to the Editor: [editor@usatoday.com](mailto:editor@usatoday.com)

### **Wall Street Journal**

200 Liberty St., New York, NY 10281

Phone: 212-416-2000

Fax: 212-416-2658

Letters to the Editor: [wsj.ltrs@wsj.com](mailto:wsj.ltrs@wsj.com)

Comment on News Articles: [wsjcontact@dowjones.com](mailto:wsjcontact@dowjones.com)

### **Washington Post**

1150 15th St., NW, Washington, DC 20071

Phone: 202-334-6000

Fax: 202-334-5269

Letters to the Editor: [letters@washpost.com](mailto:letters@washpost.com)

Ombudsman: [ombudsman@washpost.com](mailto:ombudsman@washpost.com)

### **Newsweek**

251 W 57th Street, New York, NY 10019

Phone: 212-445-4000

Fax: 212-445-5068

Letters to the Editor: [letters@newsweek.com](mailto:letters@newsweek.com)

### **Time Magazine**

Time & Life Bldg., Rockefeller Center, New York, NY 10020

Phone: 212-522-1212

Fax: 212-522-0323

Letters to the Editor [letters@time.com](mailto:letters@time.com)

### **U.S. News & World Report**

1050 Thomas Jefferson St., Washington, DC 20007

Phone: 202-955-2000

Fax: 202-955-2049

Letters to the Editor [letters@usnews.com](mailto:letters@usnews.com)

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## **News Services / Wires**

### **Associated Press**

50 Rockefeller Plaza, New York, NY 10020

Phone: 212-621-1500

Fax: 212-621-7523

General Questions and Comments: [info@ap.org](mailto:info@ap.org)

### **Reuters**

Three Times Square

New York, NY 10036

Telephone: 646-223-4000

### **United Press International**

1510 H Street, NW

Washington, DC 20005

Telephone: 202.898.8000

FAX: 202.898.8057

Comment and Tips: [tips@upi.com](mailto:tips@upi.com)

## **Local Media Contacts - Television:**

### **KABC (ABC-7)**

Website: [abclocal.go.com/kabc/](http://abclocal.go.com/kabc/)

Phone: (818) 863-7777

Fax: (818) 867-7080

Address: 4151 Prospect Ave Hollywood, CA 90027

### **KCBS (CBS-2)**

Website: [www.kcbs2.com](http://www.kcbs2.com)

Phone: (323) 460-3000

Fax: (323) 460-3733

Address: 6121 Sunset Blvd Los Angeles, CA 90028

## Local Media Contacts – Television (cont.):

### KCET (PBS)

Website: [www.kcet.org](http://www.kcet.org)

Phone: (323) 666-6500

Fax: (323) 665-6067

Address: 4401 Sunset Blvd Los Angeles, CA 90027

### KNBC (NBC-4)

Website: [www.nbc4la.com](http://www.nbc4la.com)

Phone: (818) 840-4444

Fax: (818) 840-3376

Address: 3000 W Alameda Ave Burbank, CA 91523

### KTTV (Fox 11)

Website: [www.fox11la.com](http://www.fox11la.com)

Phone: (310) 584-2000

Fax: (310) 584-2023

Address: 1999 S Bundy Dr Los Angeles, CA 90025

## Local Media Contacts - Radio:

### KABC 790 AM

Website: [www.kabc.com](http://www.kabc.com)

Phone: (310) 840-4900

Fax: (310) 838-5222

Address: 3321 S La Cienega Blvd Los Angeles, CA 90016

### KCRW 89.9 FM (Santa Monica Col.) (NPR)

Website: [www.kcrw.org](http://www.kcrw.org)

Phone: (310) 450-5183

Fax: (310) 450-7172

Address: 1900 Pico Blvd Santa Monica, CA 90405

### KFI 640 AM

Website: [www.kfi640.com](http://www.kfi640.com)

Phone: (213) 385-0101

Fax: (213) 389-7640

Address: 610 S Ardmore Ave Los Angeles, CA 90005

### KFWB 980 AM

Website: [www.kfwb.com/](http://www.kfwb.com/)

Phone: (323) 462-5392

Address: 6230 Yucca St Los Angeles, CA 90028

### KNX 1070 AM

Website: [www.knx1070.com](http://www.knx1070.com)

Phone: (323) 460-3343

Fax: (323) 460-3275

Address: 6121 Sunset Blvd Hollywood, CA

### KPCC 89.3 FM (NPR)

Website: [www.kpcc.org](http://www.kpcc.org)

Phone: (626) 585-7000

Fax: (626) 585-7916

Address: 1570 E Colorado Blvd Pasadena, CA 91106

### KPFK 90.7 FM / 98.7 FM (Pacifica)

Website: [www.kpfc.org](http://www.kpfc.org)

Phone: (818) 985-2711

Fax: (818) 763-7526

Address: 3729 Cahuenga Blvd W North Hollywood, CA 91604

## THE LION'S DEN

### KFI 640 AM

Website: [www.kfi640.com](http://www.kfi640.com)

Call-in line: (800) 520-1KFI or (800) 520-1534

### MONDAY-FRIDAY

5AM-9AM: Bill Handel

9AM-12PM: Rush Limbaugh

12PM-3PM: Dr. Laura Schlessinger

3PM-7PM: John and Ken

7PM-10PM: John Ziegler

### SUNDAY

6AM-9AM: Jesus Christ Show

5PM-7PM: Captain Dale Dye

7PM-10PM: Matt Drudge - The Drudge Report

### KABC 790 AM

Website: [www.kabc.com](http://www.kabc.com)

### MONDAY-FRIDAY

5AM-9AM: Doug McIntyre/ Call-In: 800-222-KABC

9AM-11AM: Bill O'Reilly/ Call-In: 877-9NO-SPIN

12PM-3PM: Sean Hannity/ Call-In: 800-941-SEAN

3PM-6PM: Larry Elder/ Call-In: 877-99L-ARRY

6PM-9PM: Al Rantel/ Call-In: 800-222-KABC

9PM-12AM: Mr. KABC/ Call-In: 800-222-KABC

### SATURDAY

4PM-7PM: Tammy Bruce/ Call-In: 800-222-KABC

7PM-10PM: Kim Serafin/ Call-In: 800-222-KABC

### “Lion’s Den” Tips

- Call on one topic/point – it’s harder for the host to evade the issue
- The screener is looking for enthusiasm – give it to him
- Write down your points, and have notes/documents in front of you during your call
- Ask “open-ended” questions – who, what, when, where, why
- Remember – it’s your microphone

“It is the purpose of the first amendment, to preserve an uninhibited marketplace of ideas...rather than to countenance the monopolization of the market.

It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount.”

*-US Supreme Court, Red Lion Broadcasting Co. v. FCC, 395 US 367 (1969)*