

Subject: Re: Evidentiary Significance of CJA's Public Interest Lawsuit vs NYT -- Including as a Case Study for Establishing News Councils

Date: 7/6/2006, 3:31 PM

From: Gary Gilson <gary@news-council.org>

To: Elena Ruth Sassower <judgewatchers@aol.com>

Elena:

I hear that you are exhausted, and I can imagine why. The challenge you face is the one all people in your position face: how to get the attention of the people you are appealing to. If the information is presented in such a way as to make it hard for them to get through, you will lose them. And the more righteous you make your cause sound, the less you will interest them. The facts must speak for themselves.

If I were you I would spend some time, especially with a detached friend, figuring out how to command the interest of journalists in a few paragraphs, so that they will find it irresistible to read on and to pursue a story. Your letter is too full of high dudgeon and too short on facts. Excerpt a few facts from your background material and put them high up in your pitch.

Good luck.

Gary Gilson

— Original Message —

From: Elena Ruth Sassower

To: jr3@nyu.edu ; jeffjarvis@gmail.com ; densmore@newshare.com ; sims@journ.umass.edu ; rww@journ.umass.edu ; gary@news-council.org ; Newton@knightfdn.org ; Kebbel@knightfdn.org ; ellen.hume@umb.edu ; ellenhume@ellenhume.com

Cc: tomrosen@journalism.org

Sent: Thursday, July 06, 2006 9:17 AM

Subject: Evidentiary Significance of CJA's Public Interest Lawsuit vs NYT -- Including as a Case Study for Establishing News Councils

TO: Jay Rosen, Jeff Jarvis, Bill Densmore, Norman Sims, Ralph Whitehead, Jr., Gary Gilson, Eric Newton, Gary Kebbell, Ellen Hume

Attached is my memo to you of today's date, enclosing my yesterday's letter to Tom Rosenstiel, to which you are indicated recipients.

I look forward to your response.

Thank you.

Elena Sassower, Director
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