

Message

From: Gerry Johnson [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=8895713470E8422E9C53416B5A7F06D0-GERRY JOHNS]
Sent: 12/10/2018 8:00:00 PM
To: Stacy Sullivan [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=df7e03721d734da7b28b89b69a448225-Stacy Sulli]; Terry Tang [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=38f8d2a44230489994e7f5c5c354388f-Terry Tang]
Subject: Placing Amber Heard op-ed

Hi Stacy (or Terry, in case you're sick and offline),

Amber Heard checked in about where we want to pitch her op-ed and we'd like to give her an answer today. She asked if we could place it where it'll have the biggest impact possible. Since the draft turned out pretty strong and Aquaman is slated to do huge numbers, I'm wondering what you think about pitching in this order: NYT, WaPo, Teen Vogue, USA Today.

Stacy, you liked the idea of the L.A. Times when we talked last month, but let me know if you think Teen Vogue would be more impactful.

And for the division of labor, are you ok with our team pitching to the hard news outlets and Amber's team to Teen Vogue + any entertainment site?

Finally, let me know if you think we should cross-post to the blog if the outlet allows it. (I imagine that would only be Teen Vogue.)

Thanks, let me know what you think!

Best,
Gerry

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ACLU

PLT / Def: 14
Date: 04/11/2022
Judge: NOT ABM
Case: CL-2019-0002911