

The Bachelor Lawsuit Press Conference: Top Press Results

Executive Summary

Both ahead of and following Wednesday’s press conference, our outreach efforts surrounding the Bachelor lawsuit garnered overwhelming media attention from national, entertainment and local press, including The Today Show, Associated Press, Reuters, USA Today, CNN, Entertainment Weekly, E! News, The Tennessean, and others.

Many outlets used Tuesday’s media advisory to write stories and even produce video segments in advance of the press conference, relying on the event only to expand on their initial pieces. However, the advisory buzz lengthened the life of the story, and helped frame the lawsuit as a long-overdue pursuit of “equal opportunity”—a message further reinforced at the press conference itself. Aside from a few minor inaccuracies—such as initial speculation on Chris Johnson’s identity, and just how many people were involved in the lawsuit—coverage was overwhelmingly fair and favorable. The Associated Press produced an especially thorough, favorable story that was picked up by hundreds of outlets. Overall, online searches indicate that at least 700 articles or blog posts were published on the issue since the advisory went out, and we continue to receive interview requests from outlets across the country.

The news has also already made a remarkable public impact. Several dozen videos of personal reactions to the story have been posted to YouTube, and one radio host has even launched a ["Change the Channel" campaign](#) against the Bachelor in support of the lawsuit.

Press Overview: Top Outlets Coverage

Associated Press: Lawsuit claims 'Bachelor' show discriminates

http://www.mercurynews.com/celebrities/ci_20432357/lawsuit-claims-bachelor-show-discriminates

Lengthy article provides a number of excellent lawyer and plaintiff quotes—including that of Chris Johnson stating, "I equate it to black quarterbacking in the NFL: When you give them an opportunity, they always come through." Suggests that the show may be wary of interracial romance. [AP footage](#) from the press conference was also posted on YouTube.

Reuters: Two black men accuse ABC of racial bias over 'The Bachelor'

<http://www.reuters.com/article/2012/04/19/thebachelor-lawsuit-idUSL2E8FJ03220120419>

Article includes several lawyer and plaintiff quotes, including Chris Johnson saying that persons of color “never get a show that shows we have love and affection for each other.” Also cites Fleiss’ inflammatory comments.

CNN’s “Starting Point” with Soledad O’Brien: Class Action Suit Against ‘The Bachelor’

<http://www.cnn.com/video/?/video/bestoftv/2012/04/19/exp-point-mehri-bachelor-lawsuit.cnn#/video/bestoftv/2012/04/19/exp-point-mehri-bachelor-lawsuit.cnn>

Video segment features interview with Cyrus Mehri on the merits of the suit.

CNN: Are dating shows behind the curve when it comes to inclusion?

<http://www.cnn.com/2012/04/20/showbiz/tv/bachelor-lawsuit-diversity/index.html>

Article draws on the complaint as well as other news coverage and expert input to deliver a thorough analysis of diversity (or the lack thereof) in dating reality shows.

CNN: Racial bias suit filed against 'Bachelor'

http://marquee.blogs.cnn.com/2012/04/19/racial-bias-suit-filed-against-bachelor/?hpt=hp_bn13

Blog post includes several excerpts of the complaint and footage of Cyrus Mehri from the press conference.

NBC's The Today Show: Diversity on 'The Bachelor'

<http://video.today.msnbc.msn.com/today/47100386#47100386>

Video segment includes Today Show hosts favorably discussing the merits of the lawsuit.

CBS's The Talk: "The Bachelor" Racism Controversy

<http://www.youtube.com/watch?v=ZveBOXla2xM>

Video segment discusses the merits of the lawsuit, agreeing that ABC's producers are "behind the times" in their homogenous casting, and expressing shock at Fleiss' crass comments.

NPR's "All Things Considered": America Takes Note Of Racial Insensitivity In Media

<http://www.npr.org/2012/04/19/150984882/racial-insensitivity-in-ads-provokes-backlash>

Radio segment interviews TV critic Eric Deggans on the recent string of stories outing racial insensitivity in the entertainment and media industries. Addressing the lawsuit, Deggans agrees that it's "high time" that "The Bachelor" featured a person of color in the title role.

USA Today: 'Bachelor,' 'Bachelorette' face discrimination lawsuit

<http://www.usatoday.com/life/television/news/story/2012-04-18/bachelor-bachelorette-discrimination-lawsuit/54401008/1>

Brief article includes excerpts from the complaint and an embedded video of the press conference.

TIME: White Roses: The Bachelor Sued for Racial Discrimination

<http://entertainment.time.com/2012/04/19/white-roses-the-bachelor-sued-for-racial-discrimination/#ixzz1sVJoGI3t>

Provides excellent analysis of the merits of the case, even speculating that ABC is uncomfortable with interracial dating because it may "[stir] up old feelings about miscegenation and men of color as sexual threats."

LA Times: 'The Bachelor,' 'The Bachelorette' hit with racial discrimination suit

<http://latimesblogs.latimes.com/showtracker/2012/04/the-bachelor-and-bachelorette-hit-with-racial-discrimination-lawsuit.html>

Blog post includes several quotes from Cyrus Mehri emphasizing the equal opportunity piece of the lawsuit.

International Business Times: 'The Bachelor' Lawsuit: Is The Reality Show Racist?

<http://www.ibtimes.com/articles/330554/20120419/bachelor-lawsuit-racist.htm>

Lengthy article provides detailed review of the story, including excerpts from the complaint, acknowledging the show's well-documented history of discrimination, and even interviewing a Bachelor fan of color.

BET.com: ABC's The Bachelor Sued for Racial Bias

<http://www.bet.com/news/celebrities/2012/04/18/abc-s-the-bachelor-sued-for-racial-bias.html>

The article incorrectly cites that it was a group of Nashville citizens; however it includes excerpts from the complaint and is favorable in tone.

Hollywood Reporter: 'The Bachelor' Racial Discrimination Lawsuit: Read the Full Complaint

<http://www.hollywoodreporter.com/thr-esq/the-bachelor-lawsuit-racial-discrimination-313734>

Article cites excerpts from the complaint, including a reference to and explanation of the 1866 Civil Rights Act.

Entertainment Weekly: Men suing 'The Bachelor' discuss their case

<http://insidetv.ew.com/2012/04/18/bachelor-lawsuit-explained/>

Article includes several of Cyrus Mehri's most poignant quotes from the press conference and, to lighten the story, notes Byron Perkins' quote, "We've already had calls from people who want to interview them over dinner tonight."

US Weekly: The Bachelor Producers Sued for Discrimination

<http://www.usmagazine.com/entertainment/news/the-bachelor-producers-sued-for-discrimination-2012184>

Brief article includes Fleiss' egregiously racist quotes.

E! Online: Rejected Bachelor Candidates File Class-Action Lawsuit Against Series for Racial Discrimination

http://www.eonline.com/news/rejected_bachelor_candidates_file/309850

Article provides good overview of the press conference, opening with the clever line, Forget the final rose. ABC's *Bachelor* and *Bachelorette* shows have been served with a class-action lawsuit."

Law360: ABC Hit With Race Bias Class Action Over 'Bachelor'

<http://www.law360.com/media/articles/330889/abc-hit-with-race-bias-class-action-over-bachelor->

Subscription-only article reports on the lawsuit.

Salon: Is "The Bachelor" Racist?

http://www.salon.com/2012/04/18/is_the_bachelor_racist/singleton/

Article agrees that the show has likely been discriminatory in its casting practices, citing Fleiss' quotes on the issue.

The Tennessean: 'The Bachelor,' 'The Bachelorette' to face lawsuit by Nashville men

<http://www.tennessean.com/article/20120418/NEWS01/304180141/-Bachelor-Bachelorette-face-lawsuit-by-Nashville-men-?odyssey=tab|topnews|text|FRONTPAGE>

Article includes several quotes from the lawyers and plaintiffs at the press conference, and embeds a video of the AP footage from the event.