



Media Advocacy Planning Tool

What is your campaign goal?
What are your goals for this media activity and how do they advance your campaign goal?
1. 2. 3.
Who are the decision-makers you seek to influence?
What forms of media (and outlets) will be noticed by your target decision-makers?
What makes this NEWS? What is the timing of your media activity and why?
If you intend to get reporters to a particular place, what is the draw? (Visual appeal, tour, demonstration? Esteemed and/or intriguing spokespersons? New, timely, and relevant information that will matter to their consumers?)
What types of media advocacy do you plan to employ for this? (check all that apply)
<input type="checkbox"/> Media advisory <input type="checkbox"/> Press release <input type="checkbox"/> Live press conference <input type="checkbox"/> Web press conference <input type="checkbox"/> Media exclusive <input type="checkbox"/> Op/Ed <input type="checkbox"/> Editorial board visit <input type="checkbox"/> Editorial board memo <input type="checkbox"/> Letter to the editor <input type="checkbox"/> Radio segment <input type="checkbox"/> Television segment <input type="checkbox"/> Cable program <input type="checkbox"/> Social media <input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Blog (yours or another's) <input type="checkbox"/> Other: _____

What is the implicit or explicit call to action?

Using the 27-9-3 rule, what is your key message? (No more than 27 words, delivered in no more than 9 seconds, including up to but no more than 3 points) PRACTICE THIS!!

Are there coalition partners you should include because their participation will (1) increase likelihood of media coverage; (2) improve your ongoing relationship with them; or (3) increase your campaign's credibility with decision-makers?

How will you include coalition partners?

Event co-sponsors Quote in press release Joint release Send advance materials
 Invite to speak Link to their website
 Other: _____

Have you identified at least one personal impact story that you can share with the media to illustrate the importance of your campaign issue?

Who are your most compelling spokespersons and why?

What audio/visual backdrops, graphics, pictures, soundtracks, or B-roll might enhance your message and the media appeal?

If your campaign gets covered, what is your plan for alerting your members, partners, and allies and getting the news in front of decision-makers and keeping the story alive?

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