



## Media Advocacy Planning Tool

<b>What is your campaign goal?</b>
<b>What are your goals for this media activity and how do they advance your campaign goal?</b>
1.
2.
3.
<b>Who are the decision-makers you seek to influence?</b>
<b>What forms of media (and outlets) will be noticed by your target decision-makers?</b>
<b>What makes this NEWS? What is the timing of your media activity and why?</b>
<b>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?)</b>
<b>What types of media advocacy do you plan to employ for this? (check all that apply)</b>
<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: _____

<b>What is the implicit or explicit call to action?</b>
<b>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!!</b>
<b>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?</b>
<b>How will you include coalition partners?</b>
<input type="checkbox"/> Event co-sponsors <input type="checkbox"/> Quote in press release <input type="checkbox"/> Joint release <input type="checkbox"/> Send advance materials <input type="checkbox"/> Invite to speak <input type="checkbox"/> Link to their website <input type="checkbox"/> Other: _____
<b>Have you identified at least one personal impact story that you can share with the media to illustrate the importance of your campaign issue?</b>
<b>Who are your most compelling spokespersons and why?</b>
<b>What audio/visual backdrops, graphics, pictures, soundtracks, or B-roll might enhance your message and the media appeal?</b>
<b>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?</b>

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