

**Media Advocacy Planning Tool**

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| **What is your campaign goal?** |
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| **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?** |
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| **What forms of media (and which outlets) will be noticed by your target decision-makers?** |
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| **What makes this NEWS? What is the timing of your media activity and why?** |
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| **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?)** |
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| **What types of media advocacy do you plan to employ for this? (check all that apply)** |
|  Media advisory Press release Live press conference Virtual press conference Media exclusive Op-Ed Editorial board visit Editorial board memo Letter to the editor Radio segment Television segment Cable program Social media Facebook Twitter Blog (yours or another’s) Other:  |

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| **What is the call to action?** |
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| **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!!** |
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| **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?** |
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| **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 or social media Other:  |
| **Who is your opposition? How does this media activity address opposition arguments?** |
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| **Have you identified at least one personal impact story that you can share with the media to illustrate the importance of your campaign issue?** |
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| **Who are your most compelling spokespersons and why? Who is represented or not represented as spokespeople currently that should be?** |
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| **What audio/visual backdrops, graphics, pictures, soundtracks, or additional footage might enhance your message and the media appeal?** |
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| **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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