Logo, company name

Description automatically generated

![A picture containing text, clipart

Description automatically generated]()

**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 which 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)** |
| 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: |

|  |
| --- |
| **What is the 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 or social media  Other: |
| **Who is your opposition? How does this media activity address opposition arguments?** |
|  |
| **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? Who is represented or not represented as spokespeople currently that should be?** |
|  |
| **What audio/visual backdrops, graphics, pictures, soundtracks, or additional footage 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?** |
|  |