

Media Strategy

1. Outreach

- Begin early.
- Choose a spokesperson for the group.
- The Press Team should develop a consistent message for the event or campaign.
- Develop media contacts, especially progressive reporters.
- Create press-friendly events by always having a press sign-in table with your press release and all relevant materials, making sure all of your visuals are in place and prominently displayed, having your spokesperson available for interviews after the event, and being aware of when they are on deadline.

2. Timing

- Have a “news hook”: why is this important? Make sure your issue is timely and that you make that connection obvious to the media.
- Use a media advisory. The Press Chair should e-mail or fax this to the press list a week before the event.
- Pitch your event to reporters right after you fax or e-mail the media advisory to confirm they have received it and to see if they have any questions.
- Remember that most reporters are on deadline later in the day, so call them in the mornings.
- Do follow-up calls and e-mails two or three days before the event, and then fax the media advisory the day before the event.
- Be persistent!
- Make sure you have plenty of supporters at your events!

3. Developing a Message

- What is the goal of your campaign or event? Keep this in mind when you are developing your message.
- Develop a headline, slogan, and sound byte and be consistent in using this with press.
- Make sure all supporting materials you distribute to press and all comments from your spokesperson center around this message.
- Use press kits to hone your message. A press kit could include supporting materials explaining the background of your campaign and sources that media can consult for more information.
- Always make sure you have included your group's contact information.

Contact a member of FMF's Campus Team to take action today!

Created by the Feminist Majority Foundation. For more information, call 1-866-444-FMLA.
www.feministcampus.org