

# Tools For A Media Strategy

## Press Lists

- Reporters' contact information (name, outlet, phone, fax, and e-mail).
- Local newspapers, radio and TV stations.
- Weekly publications.
- Independent media.
- Online media outlets.
- News services.

## Media Advisory

- Who, What, When, Where, and Why of your event.
- Include your contact information.
- Describe visual opportunities for TV crews.
- Distribute to press prior to the event.

## Press Release

- Should include a quotable description of the event and its importance.
- Include contact information of the Press Chair.
- Distribute to the press at the beginning of the event.

## Spokesperson

- Should be one person with strong public speaking skills and who is quotable, can talk about the big picture, and is easily accessible.
- Have the Press Chair attend all interviews with the spokesperson to take notes and monitor the questions and answers. This will help prevent you from being misquoted.

## Background Information

- Press kits.
- Fact sheets.
- Short bios of relevant people at an event.
- Supporting research.
- Tables or graphs.

**Planning is crucial.** Take the time to answer these important questions and design an effective strategy to achieve your press goals. Set deadlines and start planning early, just as you do for other components of an action.

## Answer these questions in planning your media strategy:

- What do you want the press to cover?
- When do you want the coverage?
- What media outlets do you want to cover it?
- What will it take to get coverage? Visuals, sound bytes, photo ops?

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