

Longterm Media Strategy Checklist

Make sure your media event or story advances long term organizational goals and maximizes your effectiveness. Answering the questions below will help you shape your event and determine which media are most likely to be interested in your story.

✓ Message

State your message in one or two sentences.

✓ Media goals

What is the primary reason we are seeking media?

What goals or initiatives do we hope to advance with this event/story?

If there are conflicting or competing goals, rank them in order of importance.

✓ Audience

Who do we want to reach with our message?

Rank in order of importance. Make sure your audience targets are consistent with your goals.

- Local and State officials
- The Mayor
- People in our immediate community
- Voters
- Special Interest Groups (which ones?)
- Racial or Ethnic groups (which ones?)
- Local, regional or national audiences
- Specific genders or sexual orientations

✓ Constituents & Allies

Will involving constituents or allies in our media event strengthen our message? How? Who specifically?

Are there natural allies for our message which we haven't tapped before but which would add media interest and strengthen our message?

Do we have natural allies within the media for our message?

✓ Timeline

Over what period of time do we want to have an impact?

Do we have key deadlines when media attention would be helpful?

Can we develop near and far term media goals?

✓ Resources

Do we have the resources to reach the audience we want to reach?

Do we have a staff person who is experienced enough to develop the story, coordinate the event and do press work before and after the event? Do we have the funds to hire someone to do it for us?

Have we selected target media contacts?

Will we need to rent a room, sound equipment, or have a prop budget?

Are the people we want to be spokespersons available and do they have time to do media interviews?

Do we have the funds and staff to handle xeroxing, collating, and mailing of press materials?

Do we have technology & funds to deliver our message quickly to a large audience (mass e-mail, messengers, or PR NewsWire)?

✓ Symbols

If people only remember one idea from our story, what do we want it to be?

Can the message be stated in one sentence? In a visual image? In a slogan?

What is the more detailed message; how will it be packaged (human interest, study, event); what media vehicles are best suited to cover it?
