



MEDIA ADVOCACY

POWER PRISM

A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION



What is Media Advocacy?

Media advocacy is a way to influence decision-makers through the media outlets that matter to them, such as newspapers, radio, television, newsletters, journals, magazines, and even the newer social media, like blogs, Facebook, and Twitter. Good media advocacy is very effective and often, it's free!

Our job is to get our point-of-view across through media coverage that exposes a problem we seek to fix; spotlights a solution we seek to implement; celebrates one of our advocacy allies – while tying into our advocacy goals; or challenges one of our opposing forces.

Media advocacy rarely feels like a “big hug”. Sometimes, when done well, it makes people really uncomfortable! It highlights a controversy and should prompt decision-makers to think (and act) differently about an issue that is important to you.

Media advocacy is not about getting your name or your organization's name into the press. It's about getting your issue into the press in a way that provokes new or different thinking. And, it's about getting that issue into the press that is read, watched, and listened to by your target decision-makers.

This toolkit will provide you with the essential “how-to's” for adding power to your campaign through effective media advocacy. If media advocacy makes you nervous – it should! The media is not generally there to make you look good. They exist to tell (and sell) a story and to report what is newsworthy and interesting to their consumers. Expect the media to also present opposing viewpoints, and – *whenever possible* – be prepared to re-frame those opposition arguments. Doing good media advocacy takes practice and a good dash of courage. Having the right tools helps. Enjoy!

Our Media Advocacy Toolkit includes guidelines and tips on:

- Writing letters to the editor
- Writing press releases
- Writing media advisories and media statements
- Writing and placing op-eds
- Conducting successful editorial board meetings
- Contacting the media
- Interview do's and don't's and dressing for success on TV

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