



Earned Media Planning Guide

IPS Toolkit: Media Advocacy



FRAMING THE MEDIA PIECE

- **PURPOSE**

What is the strategic purpose or goal of the media? There may be more than one purpose or goal. Examples: Raising the issue on the public agenda, framing an issue or argument, illustrating the magnitude and scope of the problem, introducing solutions, highlighting/modeling changes as it occurs, featuring actions of the community, illustrating visible community support for a policy or practice, promoting collective responsibility, putting pressure on policy maker(s), addressing opposing views, etc.

- **HOOK**

What is the strategic purpose or goal of the media? There may be more than one purpose or goal. Examples: Newly released data, hot topic, new angle on something, specific action has taken place, tied to high profile event, high profile author, dramatic visual, youth involvement, tied to special event or date, etc.

- **SHORT, MID, OR LONG-TERM GOAL(S)**

What is the strategic purpose or goal of the media? There may be more than one purpose or goal. Examples: pass an ordinance or policy, change a process/practice/procedure, deter specific behaviors, stop a business from getting an alcohol license, institutional policy adopted, increase enforcement of certain laws, etc.

THINGS TO CONSIDER

- Related to AOD prevention:** Is there an AOD-related message woven into the story somewhere?
- Timely:** Is the topic timely?
- Examples:** Are real world examples provided?
- Target audience:** Who are you trying to speak to in your story and why? Could be 1 person, a group of people, a community or the community at large.
- Target media outlet(s):** What is the best medium for this story/editorial? Print/television/radio/etc.
- Reporters:** Can you identify a specific report that would be interested in this?
- Data:** What kind of data is needed to support the story? Is it the most recent? Is there local data available?
- Visuals:** Are there visuals that could be included with the story? Charts/graphs/pictures/videos/etc.
- Spokespersons:** Who are the best spokespersons or authors?

IPS's Toolkit consists of a suite of tools to assist advocates, community groups, prevention practitioners, and policymakers in achieving community transformation. IPS's tools are for practical application in the field, supporting all functions necessary for creating community-level change: Research and Data, Media Advocacy, Community Organizing, Policy & Systems Change, and Sustainability.

- Interviews:** Who will be available if a reporter wants to talk with someone? Are they prepared?
- Title:** Do you have a compelling title and subtitle?
- Overstating:** Did you overstate your case?
- Social Media:** How will you integrate this into your social media?