

# SUSTAINABILITY TOOLKIT

PILLAR: COMMUNITY CONDITIONS

TOOL #4: MEDIA ADVOCACY PLANNING TEMPLATE



INSTITUTE FOR  
PUBLIC  
STRATEGIES

*The Media Advocacy Planning Template provides a roadmap for the creation of a strategic media advocacy campaign that can significantly raise the visibility of community change projects, supporting healthier, more sustainable community conditions.*

DATES	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
<b>MEDIA MATERIALS TO BE PRODUCED:</b> Letter to the editor, op-ed, news release, journalistic news release?						
<b>PURPOSE:</b> What is your GOAL?						
<b>HOOK:</b> How will you make it interesting to a reporter or news outlet?						
<b>TARGET AUDIENCE:</b> Who needs to read it to achieve your goal stated above?						
<b>SPOKESPERSONS OR AUTHOR:</b> Who can best support your case? Can you elevate those with lived experience, or are you looking for a key community leader?						
<b>DATA/RESEARCH:</b> What compelling data is available to support your case?						
<b>TARGETED MEDIA OUTLETS:</b> Print, online, broadcast, radio, local countywide, regional, etc.						