

Berkeley Media Studies Group Media Advocacy Activity Worksheets

Media Advocacy Layers of Strategy

The Overall Strategy includes deciding:

- The problem you want to address,
- The policy solution you will advocate for,
- The target with the power to make that change,
- The allies who can help make your case, and
- The advocacy actions you will take to influence the target.

The Media Strategy includes deciding:

- The best methods to communicate with your target,
- Whether engaging the media will advance your overall strategy,
- The media outlets that will best reach your target audiences, and
- A range of media tactics you may employ.

The Message Strategy includes deciding:

- How to frame the issue to reflect your values and support the policy goal,
- Your message describing the problem, solution, and why it matters,
- A plan to assess and improve the effectiveness of your message,
- Who will convey your message, and
- What materials you will need to make your case.

The Media Access Strategy includes deciding:

- When media attention could affect the policy process,
- How you will gain access to the media,
- What newsworthy elements you can offer a reporter, and
- The plan for capturing and reusing the coverage.

Activity: Developing Your Message

Write a brief core message about your policy goal:

- What is the problem?
- What is the solution?
- Why does it matter?

Question: _____

Your response:
