











## What You Can Do

- Dare to go upstream
- Develop clear advocacy goals and strategies
- Involve and prepare all the right people
- Ask the hard questions:
  - Will media coverage help advance the goal?
  - How? When? Where?
- Prepare to make your case
  - Framing, Authentic Voices, Messages, Visuals, Social math
- Develop relationships with reporters and editors
- Seize strategic opportunities
  - Creating news, letters to the editor, editorial pages



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