

WORKING WITH THE MEDIA

HOW TO:

DEVELOP A MEDIA CAMPAIGN

GOALS

- Become part of the ongoing public discussion of your issue
- Build public support for specific results

KEY TECHNIQUES

- Identify key events and decision points over the course of several months
- Dedicate staff time to planning the campaign and monitoring its results

Planning a Media Campaign

A media campaign is the sequence of media activities planned for each stage of the timeline. Begin with cultivating reporters with your stories. Strategically time requests for editorial support. Think through optimal timing for staging media events and press conferences.

- Gather your media team to create a timeline of events for the project or decision you are trying to publicize.
- Write and secure approval for a position paper that thoroughly describes the subject of your campaign and your organization's positions. This will form the text for future documents such as factsheets and press releases.
- Build a coalition of individuals and organizations who would be good allies for your campaign and plan how to secure their involvement.
- Be efficient while remaining careful about coalition members' statements of support. Attempt to secure support early for your position paper and create a process for efficient approval of successive documents derived from that position. Good media relations may require instantaneous replies. If you cannot get coalition members' support in advance, be clear when talking to reporters that you are speaking only for yourself or your organization.
- Begin to identify spokespeople who can be readily available to the press throughout the period of the campaign. Seek spokespeople who represent a variety of perspectives in order to reply to different media interests.
- Plan to centralize all materials for ready access by your media team, including relevant documents, media lists, and campaign timeline. Keep copies of all media received and use it to leverage future media coverage.
- Be prepared to respond to any current events that relate to the object of your campaign.

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