



Center for Progressive Leadership Action Network
National Media Impact Training – Thursday, January 17th

Training Video: Core Concepts

Working Locally to Support a National Campaign

1. Rather than working alone to generate coverage, use a national campaign
2. Make the message relevant to your community, make it personal and use a spokesperson

Planning your Earned Media Event: 5 Steps to Successfully Planning your Event

1. Assess your resources
2. Design the event details
3. Identify who you want at the event
4. Make the event media-friendly
5. Plan for every detail

Targeting and Attracting Coverage

1. Identify and target specific media & reporters
2. Find (or build) a media list
3. Issue a media advisory
4. Localize and personalize the event

Developing Long-term Relationships with the Media

1. Stay in touch, even when you don't have a story to pitch
2. Be reliable source for news
3. Don't give up

Following-up and Expanding Coverage

1. Follow up with reporters who were not at the event
2. Make organizers and spokespeople available to the press
3. Provide audio and video feeds of the event
4. Write letters to the editor
5. Have supporters call local talk shows
6. Incorporate your story into other events