



A GOOD FRAMING STRATEGY

MEDIA ADVOCACY TOOLKIT

A GOOD FRAMING STRATEGY SHOULD . . .

Translate individual problems into social issues. Translating a problem into an issue helps others see why it is important and newsworthy. Make sure the reporter understands that the problem you are addressing is not isolated to one or two individuals, but is a broad social issue with a policy solution. Remember, however, that reporters do not see themselves as covering "issues." They cover "stories." You must be able to provide an individual story, a real person, who illustrates the social issue you want the media to cover.

Present a solution. Never present a problem without a solution. If you do not present a solution, people may read about your issue in the newspaper, but never know what you want them to do. Worse, they might just say, "Oh, that's too bad," or "Glad that's not me," and turn the page. The message should clearly articulate what the individual or policymaker can do to address the problem.

Assign primary responsibility. What individual or group is responsible for the problem you are trying to address? Who has the authority to do something about it? Frame your message in a way that supports your goal and explains it to others who can make the changes that are needed.

Make it practical. The solution you present should be communicated as practical, fair, legal, affordable, and the right thing to do.

Develop pictures and images. If a picture is worth a thousand words, and the average media bite is seven seconds, it is critical to develop compelling visuals that illustrate your perspective.

Tailor your message. Remember to whom you want to speak each time you go to the media. Communities are fragmented with lots of different interests and concerns. Different groups respond to different messages. Tailor your message to your specific audience(s), and go to the most appropriate media outlet to reach them.

