



THE BENEFITS OF MEDIA ADVOCACY

MEDIA ADVOCACY TOOLKIT

EARNED MEDIA

One of the most important achievements of media advocacy is earning inches and airtime of coverage for which you would otherwise have to pay. The ability to earn media increases when you:

- Frame the issue in a way that makes it compelling. Is there a bad guy vs. a good guy? A debate or controversy? Are individuals suffering from an injustice? Is an issue being treated with a short-sightedness that may cost society in the long run? Or, is someone offering a solution to a community problem about which the public should know? (See "A Good Framing Strategy.")
- Maintain good relationships with reporters who trust your information and respect your organizational goals. (See "Media Relations.")
- Pick the right messengers. Do they have name recognition in the community? Do they represent the class of individuals who are targeted? Are they considered credible sources of information? Examples of good messengers include elected officials, respected aging officials, and well-known volunteer advocates. (See "The Messenger Is as Important as the Message.")

EDUCATIONAL TOOL

Media advocacy reaches far more individuals than you could reach with a single, paid ad, and it costs only your time to organize a story and implement your media advocacy strategy. By orchestrating the media coverage of your issue, you can frame the debate and educate the community. You can also attract participation from the community in crafting and implementing solutions.

