



THE MESSENGER IS AS IMPORTANT AS THE MESSAGE

MEDIA ADVOCACY TOOLKIT

When you plan a news conference or any event that you would like to be covered by the media, remember that your spokespeople are as important as the reason you are holding the event. Often the media will cover an event because of the speakers. You will want to identify spokespeople who are well-known and respected in your community and who have particular expertise in the issue you are promoting. Be strategic in selecting your spokespeople.

- **Medical topics**—including the presentation of medical research findings, impressions from clinical practice, and medical advice—are often most convincing when the information comes from a doctor, nurse, or other professional health care provider.
- **Economic impact** is often best explained by a published economist.
- A **business leader** might be the best spokesperson to explain the impact of a proposed policy on business.
- An **older American** who keeps active and healthy and is well-known in your community can be an excellent spokesperson to talk about the importance of honoring older Americans and their contributions to communities, and maintaining a healthy lifestyle.
- A **faith community leader** can speak well about a variety of intergenerational issues affecting families.

Remember, the right messenger can attract media coverage and strengthen the impact and reach of an important message.