Name of campaign

Media strategy template

*Use this template to help devise a media strategy that supports your campaign.*

| Item | Question | Details |
| --- | --- | --- |
| **Goal** | What do we want to achieve as a result of media engagement? |  |
| **Messages** | What do we want to communicate?  List your overarching messages, then supporting messages. Repeat for different targets/audiences. | Overarching message:   * XXX   Supporting messages (aim for 3)   * XXX * XXX * XXX   *Tip: Use our* [*key messaging template*](https://docs.google.com/document/d/1kJVNcx0Lfrn1NeePzU6fv1LD5pMxO-hMtc23K9FzSkg/edit?usp=sharing) |
| **Strategy** | What is your strategy to get media coverage for your campaign that will reach the right audience? | *Tip: Fill this box in last!* |
| **Audience** | Who do we want to communicate through the media?  *Tip: List the different media audiences for campaigns, with ideas for approaches to engage.* | *E.g. Putting pressure on government decision-makers - state-based print media - offer exclusive interview.*  *Mobilising our base (young people aged 18-25) - Triple J interview - pitch with content.*  *Raising awareness with persuadables who don’t know about our campaign yet - quotes in national print coverage - put out a media release.*  *Voters in the regions / specific electorates - letters to local newspapers - support local supporters with letters to the editor template.* |
| **News outlets** | What news outlets will be able to get your messages to your audience? | **Print:**  **Online:**  **TV:**  **Radio:** |
| **Spokespeople** | Who are the most effective messengers for the audience we’re trying to reach? |  |
| **Stories** | What are the stories your audience needs to hear to engage with your issue and change their mind? |  |
| **Research/ data/ polling** | What data, polling or research do you have to get more media coverage? |  |
| **Actions** | What are the opportunities to get media coverage for the actions you’re planning? | *Tip: Start with key actions then work through smaller actions.* |
| **Media interest** | How is our issue being reported in the media? Which journalists do we want to approach for exclusives? | *Tip: Contact journalists who have previously reported on your issue* |

Action plan

*Use this action plan to keep track of the different actions you’ll need to take to bring your media strategy to life.*

| **Action** | **Details** | **News outlet / journalist** | **Audience** | **Spokes** | **Collateral** | **Owner** | **Due date** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Action 1 |  |  |  |  |  |  |  |
| Action 2 |  |  |  |  |  |  |  |
| Action 3 |  |  |  |  |  |  |  |
| Action 4 |  |  |  |  |  |  |  |
| Action 5 etc. |  |  |  |  |  |  |  |