

TRADITIONAL MEDIA AND COMMUNICATIONS

Before we jump in, you can find a plethora of media resources on [350.org's trainings page](#). There you can find trainings on press material creation, how to implement storytelling & communications into your campaign strategically, digital media 101, and much more!

The following is a basic overview of creating a media plan, reaching out to the media, and creating press materials.

Where to start: Create your communications plan

Why: a communications plan allows for a clear vision and shared strategy for everything from long-term campaigns to a specific event/action. We suggest creating a communications plan for your campaign, which will serve as a living document that can be edited the terrain shifts.

1. Set your top communications goals.

Questions to ask:

- What is the top narrative/story we want to get across?
- What do we want to accomplish through this story?
- How do we want to change the existing conversation?
- Do we have any concrete goals? (i.e. 2 op-eds, 3 reporters consistently covering)
- What mediums do we want to work with? (i.e. TV, radio, print, web)

2. Craft your narrative.

- For the purpose of traditional media work, this narrative should be externally-facing (something the general public will understand). If you were going to explain your campaign's purpose and goals to a reporter, this is the story you would tell.
- *NOTE: It is best to have at least 1 person from your campaign designated to do media work from the start.*

3. Draft talking points.

- This is great to have on hand for the overall campaign, but also should do this for each individual action (1-pager)

4. Map out your timeline.

- Identify key dates and note specific points of action (i.e.: contact reporter, draft and share statement, outline op-ed)

Communications Plan Examples:

- [Spring Escalation Comms plan 2015](#)
 - [SB 185 Comms plan](#)
 - [Our Generation, Our Choice Comms Plan](#)
 - [Action-specific #DivestNY Comms plan](#)
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Connecting with the media: Compiling your press list

In creating your press list, remember that often it is about **quality**, not always quantity. We suggest you focus on building relationships with 2-3 reporters, have a wider list that you blast out press materials to, but really focus on working with certain journalists to build their stake in covering your work.

To maximize coverage, contact lots of different media outlets, including print, web, radio, and television. Contacting local outlets is particularly useful to maintain relationships. **Pay attention to the different stories that reporters cover, and pitch stories to reporters that that regularly cover stories like yours.** To get their contact information, visit their websites! Check to see if their email addresses are online, get in touch with the media desk and/or search for them on twitter.

Questions to ask yourself:

- Are there reporters you've worked with before?
- Are there news outlets you know have covered your campaign/actions in the past?
- Are there reporters who regularly cover similar issues?

Finding their contact information:

- Look on the outlet website & look at report biography
- Still can't find it? Contact the outlet newsdesk

Here is a [press list template](#) you can use to create your own.

Press materials

1. Media advisory

This gives the basic who, what, where, when, why for a specific action or event. A media advisory should go out 24-48 hours before to the action and is intended for planning purposes. If it is an event you'd like press to *definitely* attend, we suggest drafting this the week before the event and sharing through direct outreach.

You can use this [media advisory template](#) to create your own.

- Questions to ask:
 - What would make the press want to show up?
 - Are there visual hooks that would make it more compelling for photos/videos?
- Examples:
 - [New Yorkers Stage Solidarity Action Against Commonwealth Bank of Australia](#), 350NYC

- [Trillions in Assets Pledged to Fossil Fuel Divestment](#), Divest-Invest
- [MIT Administration To Host Unprecedented Fossil Fuel Divestment Debate](#), Fossil Free MIT
- [Student Group to Occupy On-Campus Space in Support of Fossil Fuel Divestment](#), Fossil Free CU

2. Press Release

Think about your press release as your ideal media story. Peppered with powerful quotes, a press release goes out immediately after an action to give a factual, to the point, attention-grabbing overview of the events that went down. You should have this drafted before the action so that upon its conclusion you can fill in last-minute details (i.e. number of attendees) and blast out to your list.

You can use this [press release template](#) to create your own.

- Questions to ask:
 - Gathering your quotes -- your opportunity to add color to the release
 - Whose voices do you want to be lifted up?
 - Do these quotes support your goals?
 - How do we explain specifics of our action, while also speaking to the broader public, as well as what the next steps are for our campaign?
- Examples:
 - [Fossil Fuel Divestment Activists Look Forward to Pope's U.S. Visit](#), GFF
 - [California Assembly Votes to Divest Public Pension Funds From Coal](#), GFF
 - [People around the world take action in support of Brazil's anti-fracking campaign](#), 350.org
 - [Norwegian Parliament Set to Ban Coal Investments](#), 350.org
 - You can find all [350.org press statements here](#), as well as on [GoFossilFree](#)

Press outreach for your action/event

This [Media Toolkit from PCM 2017](#) has a ton of useful tips!

1. Look back at your goals

Questions to ask:

- How can we frame this for the media to move closer to accomplishing our goals?

2. Create a 1-pager with talking points

- If your audience only read this one page, would they understand the action and the campaign?

3. Choose your media point(s)

- This is the person who will write press materials, be listed as the contact, and will be responsible for connecting reporters with the right spokespeople

4. Choose your spokespeople

- This should probably not be the media point, as that person will have a lot of responsibility managing everything else. Choose at least 2-3 people from your campaign who will be responsible for connecting with, and giving quotes to, reporters. These people should be not only comfortable, but also EXCITED, about talking to the press.

5. Develop your pitch

- Develop a quick 30 second pitch giving the run-down of your action, campaign, and tying it to relevant issues.
- Practice it over and over, and make sure your spokespeople have it down.

6. Prep full team, particularly spokespeople, on talking points

- Distribute 1-pager to ensure that everyone is (literally) on the same page.

7. Write your media advisory

- Questions to ask: What would make the press want to show up?
- Reach out individually to key reporters with a personal note to “see the advisory below” 72-48 hours before action
- Blast out advisory “for planning purposes” to your full list 24-48 hours before your action
 - Make sure to “BCC” your list so they can’t see everyone’s email you reached out to

8. Write your press release

- Goes out immediately after your event
- Have this drafted well before your event so that you can add in last minute details (i.e. how many people were there) before you send it out