

# BASIC ADVOCACY TACTICS MEDIA OUTREACH

*A successful advocacy campaign includes effective outreach to the media. However, there are many possible tactics so you need to consider your audience, messages and messengers.*

## ***How do you engage the media in your advocacy campaign?***

You first need to start with defining goals for your effort and identifying that you are trying to reach. Next, you need to build up a simple message regarding what you want policy-makers and the public to understand about your issue. Finally, you need to choose a media tactic for delivering your message (i.e. traditional or social media).

### **STEP 1** *Define your goals*

#### **Define your goals**

Similar to any other effort, consider your short and long-term goals for what you want to accomplish. For example, your long-term goal may be to prevent the dropouts among youngsters. Your short-term goal may be to train on Non-Formal Sexual Education tools which could be helpful to face teenage pregnancy.

### **STEP 2** *Identify your audience*

#### **Identify your audience**

Messages are transmitted and how they vary according to your audience. Your audience most likely includes public officials that make policies relevant to your mission as well as the general public who can influence decision-making. You may even drill down further and say that your audience, or those that you are trying to influence, are people living in certain neighborhoods, voters between the ages of 18-24, or parents of children at certain schools, etc.

### **STEP 3** *Build up your message*

#### **Build up your message**

You want to shape a core message that can be tailored for each of your audiences. Successful messages have two basic components: an appeal to what is right and an appeal to the audience's self interest. For example, if your organization is advocating against closing a Sexual Education program or project, then your core message is that closing the Sexual Education program is bad for the community. You will likely tailor a message for the business community that focuses on why closing the Sexual Education program would be bad for the local economy. However, you would tailor the message differently for the parents, for instance talking about why this decision would be bad for all families.

### **STEP 4** *Choose your tactic and messenger*

#### **Choose your tactic and messenger**

After you have determined your audience and message, you need to think about how to get your audience to hear the message and who will deliver it. You want to select the right messenger for your audience and tactic. For example, you would ask parents to post in a community newspaper targeted at reaching other parents or on a Facebook group. There are different ways to reach your audience through traditional and social media. Depending on your goal, audience and message, you may choose the appropriate one.