

Communication: Using the Media to Spread the Plan A Message

There is no better way to raise awareness about an issue or to get your message out than through the media. It can be very costly to buy an ad to promote Plan A issues; therefore, earned media is a more cost-effective way to accomplish the same goal. Earned media means that your cause or activity is newsworthy or interesting enough to “earn” coverage by print or electronic media. Here are some basic how-to's and tips for:

- ▶ Pitching a story to a reporter
- ▶ Holding a press conference
- ▶ Writing an effective media advisory
- ▶ Writing and placing an op-ed piece
- ▶ Writing a letter to the editor
- ▶ Communicating in a bulletin