

# ***Brainstorming on Media Messages & Strategy***

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**Why do you want media? Some potential reasons could include:**

- Gaining recognition or raising money for your organization
- Changing government policy on an issue
- Pursuing a political agenda
- Changing the public's attitude about something
- Suggesting new solutions

**What issue, problem or event are you trying to highlight?**

State clearly what needs changing or improving and what purpose your event serves.

**Who are you trying to reach with your message?**

- Local or state officials (The Mayor, city council, representatives, etc.)
- People in your immediate community
- Voters
- Special Interest Groups
- Your members
- Specific racial or ethnic groups
- Churchgoers
- Local, Regional or national audiences

**What is the timeline for this event?**

**What organizational resources do you have to put into this event?**

**What is the primary message you want this audience to hear?**

**Can you express this idea in a slogan, catchy phrase or "sound bite"?**

**Is there a visual which sums up this idea?**

This is the shortest and most shorthanded method for expressing what your group wants to say. If its effective, it's the part of your message that will be used the most widely. For this reason, it's important that the group leaders agree on it and any other symbols used to represent the message.

**How can you package your more detailed message so that it is digestible, attractive, and easy-to-read?**

**What are you advocating for?**

**What are your solutions/next steps/directions?**

**Is there something you want others to do?**