

# Working with the Media

For Elevate Youth CA Series by Fig + Sass

**Make a copy of this worksheet before you fill it out.**

## Part I

### IS IT STRATEGIC?

1. Think about your priority goals. What are you trying to do? Who is your audience?
2. Is earned media strategic? How will it help you to meet your goals?
3. Which outlets would target your audience?
4. What capacity and spokespeople would you use to earn media?

## Part II

### DEVELOPING YOUR HOOK

*As you develop your hook, consider which of the following criteria it meets for newsworthiness. Your hook should meet the first and second criteria, but may not meet all the criteria in the table below.*

Will this matter to your audience?	Y/N
Is it timely?	Y/N
How is it rare/unique or different?	
What is the larger story to tell?	
How is it verifiable and reportable? What data or evidence or spokesperson stories can show that your story is real?	
Sum up your "hook" in 10 words or less	

### Part III

### WHO WILL YOU PITCH?

*Note: Consider what you know about your audience and the outlets with which they engage (Part I). Who should you pitch? Which kind of outlets will target your audience in service of your goals? Brainstorm target outlets as well as specific reporters or editors that you may want to pitch.*

#### Television:

Will your event have TV-friendly visuals?  
Is it appropriate for cameras to be present at your event?

#### National Newspapers:

Does your news or event have *national* significance?

#### Radio and Podcast:

Is there a show that often covers your issue or features events? Will your event have audio-friendly aspects?

#### Local and Regional Newspapers:

Does your news have *local* significance? Are you trying to boost attendance at an event?  
Does the outlet have a reporter who covers this 'beat'?

#### Magazines:

Are you prepared to pitch your story month(s) in advance? Do you have a deeper story to tell?

#### Trade/Sector/Niche Outlets

Is your audience interested in a particular issue (ie criminalization, education, immigration?) Does your audience share a professional or other identity? (ie philanthropy, education, Jewish newspaper, LGBTQ site)