

Tool 7.1: Media Release Strategies

Press Conference

Is a news event where journalists are invited to hear a prepared presentation or statement. Journalists are often allowed to ask questions of the presenter(s).

Audience: Press, allies, members, elected officials.

Set-up: Podium or stage with people standing behind the speaker to show their support for the message. Often held at a strategic location (city hall, at a campaign specific site, etc.).

- **Benefits:** Less work, easier to get elected officials to attend, easier to get press to attend.
- **Drawbacks:** Not able to share as much in-depth information about the report as at policy briefing.
- **Roles:** MC; People to give testimony; Presenter for findings/recommendations; Elected official to introduce or endorse the report (optional).

Policy Briefing

Is a forum for your organization to share the findings and recommendations from your report with policy makers, elected officials and others that have interest in the given issue.

Audience: Policy makers, government staffers, allies, funders.

Set-up: Usually held in a more formal location and the program includes a briefing on findings and policy recommendations, testimonies by people directly impacted by the issue and/or panel discussion, Q and A.

- **Benefits:** Better able to share findings, more in depth, can attract allies and policy makers.
- **Drawbacks:** Not always as energizing as an action/rally, can be more difficult to attract media, can take more time and capacity to organize.
- **Roles:** Facilitator; People to give testimony; Panelists; Presenter for power point; Government official(s) to introduce or comment on report (optional).

Rally

Is a gathering of people to show support or voice concern about a particular issue. This can resemble or be combined with a press conference.

Audience: Members, allies, public, press.

Set-up: Action that involves members and allies. Can be creative and take place in a setting that draws attention to your report (i.e. in front of a vacant condo for a report about vacant condos or in front of a supermarket for a report about access to healthy food).

- **Benefits:** Can be a significant display of power, can be energizing for members and can draw media.
- **Drawbacks:** May not allow you to fully showcase your research findings and may be less effective in bringing out elected officials and policy makers.
- **Roles:** MC; Speakers.



Community Meeting

Is a gathering of community members to discuss and educate about the contents of the report. This can be used as a way to develop a plan of action to implement the report's recommendations.

Audience: Members, allies.

Set-up: Internal meeting to report information back to community.

- **Benefits:** Good for situations that deal with sensitive information intended for community members.
- **Drawbacks:** Not as effective for bringing in media or government officials.
- **Roles:** MC; Speakers; Presenter for findings/recommendations.