

Layers of Strategy

Overall Strategy Define the problems you want to address.
Clarify the policy solution for which you will advocate.
Identify the target with the power to make the change.
Name the allies who can help make your case.
List the advocacy actions you will take to influence the target.

Media Strategy Identify the best methods to communicate with your target.
Decide whether or not engaging the media will advance your overall strategy.
Find the media outlets that will best reach your target audiences.
Compile the media tactics you will employ.

Message Strategy Frame the issue to reflect your values and support the policy goal.
Create a message that describes the problem, the solution, and why it matters.
Develop a plan to assess and improve the effectiveness of your message.
Decide who will convey your message.
Identify the materials you will need to make your case.

Access Strategy Determine when media attention could affect the policy process.
Figure out how you will gain access to the media.
Prepare newsworthy story elements to offer reporters.
Establish a plan for capturing and reusing coverage.

Berkeley Media Studies Group Handout:
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