

Comms & media (1) proactive

What do you want to campaign about?

Who do you want to influence?

What do you want them to do?

What are the best ways to reach them?

What can you afford?

Who will they listen to?

When is the best time to do it?

What to do a media campaign on?

Pick an issue

Pick a clear, achievable goal within that

Can you explain the basics simply (elevator pitch)?

Who are you influencing?

Primary – those who can make the change you want
(lawmakers, clinicians, ministers, funders)

Secondary – those who influence them (public, voters, human rights bodies, clinicians)

All go through the media in various forms

Do you need to get the public on your side?

And what do you want them to do?

The best ways to reach them?

What do they read (mainstream & social media, briefings, journals, voters letters)

What do they hear and when (news radio, their peers)

Who do they listen to? (voters, friends, partners)

What part can activism play?

And what can you actually afford (money and people)? Long term planning...

Who/what is listened to

Stories, especially in person

Simple stats and pictures

Catchy slogans (U=U, 3 Little Pricks, etc)

Repetition from different quarters

Celebrities

“Authorities”

Comms & Media (2) - hostile

Would a risk register help you plan?

Is there clear messaging agreed in advance?

Is it ignorance or malice?

Can you educate them?

Can you cultivate others alongside them?

Designated spokespeople only?

Learn from previous incidents