

Layers of Strategy

Overall Strategy	<p>Define the problem you want to address. Clarify the policy solution for which you will advocate. Identify the target with the power to make the change. Enlist the allies who can help make your case. Identify what you will do to influence the target.</p>
Media Strategy	<p>Identify the best way to communicate with your target. Decide whether or not engaging the media will advance your overall strategy. Find the media outlets that will reach your target(s). Compile the media tactics you will employ.</p>
Message Strategy	<p>Frame the issue to reflect your values and support the policy goals. Create a message that describes the problem, the solution, and why it matters. Assess and improve the effectiveness of your message. Decide who will convey your message, and prepare them to deliver it. Gather the materials you will need to make your case.</p>
Access Strategy	<p>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. Pitch the story. Capture, assess, and reuse the news coverage.</p>

Berkeley Media Studies Group Handout:
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