

LOCALPROGRESS

Media Tactics Overview & Templates

Last updated: December 2024.

This document provides a brief overview and key considerations for different media tactics. It also provides templates for some. If you're looking for guidance on when and how to use these different media tactics as part of your communications strategy, check out [Developing a Strategic Communications Plan](#).

Tactic	Description	Timing / Considerations
Press Release Template Example Tutorial	Should be used to 'make news' and alert media to a story worth covering. Good for report releases, events, sign-on letters, introduction of legislative policy/action, or joint actions.	Sent immediately to coincide with or immediately after the event/announcement/report release.
Press Statement	A way for the organization to comment on breaking news. Helps inject your voice in the national conversation and, when used strategically, can position you as thought leader on core issues. Should be used to respond to news that has political impact on cities/municipalities/local leaders.	Sent as soon as possible.
Quotes	On-the-record comments provided to press (either directly or included in press releases) regarding a specific issue or situation.	5-10 minutes to draft.
Media Advisory Template Example	One-page announcement telling the media the details of an upcoming event (such as a press call). An invitation to press for an event or action Used by media to plan their logistics around coverage.	1-2 hours of individual pitch calls to reporters and news desks. Sent 1-2 days prior to event.
Pitches Example	Targeted outreach to reporters to write a story or do an interview with one of your spokespeople Often the most effective way to get coverage.	

	Could be sent to just one reporter (exclusive) or to a handful	
Press Conference / Press Call	Like a “live” press release Offer a new or unique perspective on an issue. Press conference usually happens around breaking news or an action.	Speaker time not recommended to last more than 1 hour.
Op Eds	600-900 word opinion piece submitted to a news outlet Works best with the right voice at the right time providing a novel perspective. Is a space for social debate on opinions or to discuss issues missed by the regular news. They are written with a clear opinion and chosen by the editor of the paper. They are popular because they are among the most read sections in the newspaper.	4-8 hours to draft depending on content, not including review and editing process (which can be extensive depending on number of authors and reviews). Pitching op-eds can be a 2-3 week timeline (as quick as 12-24 hour timeframe in between each pitch to outlet)
Letters to the Editor	200 words reaction to action or event Individual perspective. Old school organizing tactic -- creates the facade of popular will. An updated take on the Letter to the Editor is a TWITTER THREAD!	1-2 hours to draft depending on content.
Blog Post / Medium posts	Like an op-ed, but self published on own blog or on a platform like Medium.com Functions as explainers or narrative pushes Requires good promotion to get it to an external audience. Can be leveraged into pitched articles/republishing.	4-6 hours to draft depending on content.

Template: Press Release

[Also available as a Google Doc here](#)

For Immediate Release:

Month DD, YYYY

Media Contact:

Name, addemail@contacthere.com, XXX-XXX-XXXX

Title Goes Here

Sub-heading or pull quote goes here

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“Another quote goes here. Eget fusce fermentum fringilla viverra cras arcu inceptos convallis,” said **Name, Title**. “Non nam odio aptent donec placerat euismod dolor fringilla. Ante sagittis bibendum quisque viverra laoreet luctus semper.”

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Example: Press Release

RELEASE: Notown Councilmember Lee Introduces First-Ever Non-Discrimination Ordinance

For Immediate Release:

January 1, 2025

Media Contact:

Name, press@notowncouncil.gov, 213-555-1234

Notown Councilmember Lee Introduces First-Ever Non-Discrimination Ordinance

“This is a historic moment for our city and an important step in protecting LGBTQ+ residents from rising attacks.”

Notown, MI -- Today, Notown Councilmember Megan Lee introduced a set of LGBTQ-inclusive non-discrimination protections. If passed, Notown would become the first town in the state to do so. On Dec. 1, 2020, a key section of House Bill 142, the anti-LGBTQ law that replaced Michigan’s infamous anti-transgender House Bill 2, officially expired, clearing the path for municipalities to pass local LGBTQ-inclusive nondiscrimination protections.

“Every person deserves to be recognized in their full humanity and treated with decency and fairness,” said Notown Mayor Jennifer Hernandez. “I am so proud of Notown for being the first across the state to take the step to protect all those within our jurisdictions to ensure the rights of everyone who lives, works, and plays in our communities.”

“Nearly 4 years ago, in the wake of House Bill 2, we pledged to take local action to protect our communities from discrimination where the state has failed. Today, we fulfill that pledge by protecting LGBTQ people in Notown from discrimination in our workplaces and our public lives,” said Notown Councilmember Lee.

The passage is expected to be followed this week by similar ordinances in neighboring municipalities across the state.

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Councilmember Megan Lee was elected to the Notown City Council in 2022 and represents District 2, including the Northside and Riverfront neighborhoods. For more information, notown.gov/council

Example: Pitch to a Reporter

SUBJ: PITCH: Notown Councilmember Lee introduces first-ever non-discrimination ordinance

EMAIL:

Hi [reporter's first name],

My name is Megan Lee, and I'm a Notown City Councilmember representing District 2. I'm reaching out because **I'm going to introduce a historic set of LGBTQ-inclusive non-discrimination protections on January 1**, and I thought you might be interested in covering the introduction.

If passed, Notown would become the first town in the state to pass such protections – likely prompting a slew of municipalities across Michigan to follow suit.

As you know, a key section of House Bill 142 – the anti-LGBTQ law that replaced Michigan's infamous anti-transgender House Bill 2 – officially expired back in 2020, clearing the path for municipalities to pass local LGBTQ-inclusive nondiscrimination protections. Nearly 4 years ago, Notown pledged to take local action to protect our communities from discrimination where the state has failed. On January 1, we will fulfill that pledge by protecting LGBTQ people in Notown from discrimination in our workplaces and our public lives.

Are you interested in reporting on this historic introduction? If so, I'd love to chat with you a little bit more about what these protections will mean for our LGBTQ friends and neighbors here in Notown. And I'd be happy to connect you with other folks who've spearheaded this effort, including the Mayor, my colleagues on council, local advocacy groups, and community members.

Looking forward to hearing from you!

Best,
[your name & phone number]

Template: Media Advisory

[Also available as a Google Doc here](#)

For Planning Purposes Only:

Month DD, YYYY [Date advisory is sent]

Media Contact:

Name, addemail@contacthere.com, XXX-XXX-XXXX

Media Advisory: Description - Month DD, Time TIME ZONE

Title Goes Here

Sub-heading or pull quote goes here

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WHAT: Add your copy here. Lorem ipsum dolor sit amet.

WHEN: Month DD - H:MM am/pm TIME ZONE

WHERE: Location (Address)

WHO: Name or Organization, Name, Name

RSVP: For more information on the actions, please contact Name, addemail@contacthere.com, XXX-XXX-XXXX

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Example: Media Advisory

For Planning Purposes Only:

August 22, 2024

Media Contact:

Name, press@notowncouccil.gov, 213-555-1234

Media Advisory: Hundreds to Rally at St. Louis City Hall – Aug 22 @ 12pm CT

Missouri Workers, Local Electeds to Rally As New Ordinances Are Announced To Protect Communities

ST. LOUIS, MO -- On August 22, hundreds of poor and working Missourians, and local elected officials from across the city, will join St. Louis Board of Aldermen President Stephanie Smith outside of St. Louis City Hall as she announces eight new ordinances to improve protections for workers and renters, as well as address gun violence and environmental issues. These types of protections have been banned in recent years by state preemption laws driven by corporations. By passing these ordinances, St. Louis will remind state lawmakers where our priorities lie: with our communities, not corporations. As soon as Missouri state lawmakers are ready to prioritize people over corporate interests and repeal harmful preemption laws, these new ordinances would be ready to take immediate effect.

Organized by a coalition of community organizations across the state, the rally will bring together hundreds of Missouri workers and local elected officials who are fighting corporate-driven state preemption. Low-wage workers, community allies, faith leaders, and elected officials are demanding that corporations and the state legislature get out of the way and let these laws take effect.

WHAT: Rally for Local Freedom

WHEN: Saturday, September 9, 2023, at 10:30 A.M CT

WHERE: Outside of St. Louis City Hall (1200 Market St, St. Louis, MO 63103)

WHO: Reverend Anthony Edwards
Board President Stephanie Smith
John Marker, national Fight for \$15 leader

MORE INFORMATION: For more information on the actions, please contact Name, press@notowncouccil.gov, 213-555-1234

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