

Delivering Our Message Through Earned Media



AA - STAR TRIBUNE - MONDAY, APRIL 16, 2006
Marchers demand dignity for all immigrants

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What is earned media?

Media coverage that is "earned" but not purchased

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Earned Media Challenges

- Saturated media
- Difficult to control outcome
- Potential for message dilution
- Opportunity for opponent's message
- Often resource intensive

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So why use earned media?

'Cause it's ...

- "Free"
- Delivers your message to broad audience
- Educates public, generates "buzz"
- Validates campaign for members and for opinion leaders

(but it is also hard work)

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News Flash!

It's got to be news.

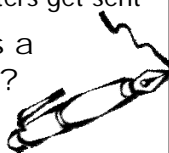
- Impact. Events that affect many people.
- Timeliness. Events that are immediate or recent.
- Prominence. Events with well-known people or institutions.
- Conflict. Events reflecting clashes between people or institutions.
- Bizarre/intriguing. Events that aren't "normal" or are "quirky."
- Currency. Events and situations that are currently being talked about or fit with other "news."

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Letters to the Editor:

- Combines Media + Field Organizing
- Involves members
- Validates argument by being published
- Research word and signer limits
- Make sure letters get sent

What makes a good letter?



- Short
- First Person – "My family..."
- Timely
- Appropriate & compelling signers
- Tied to previous article
