



Media Profile Worksheet

1. What **issue(s)** or **problem(s)** does your organization seek to address?

2. What *specific local, regional and/or (inter)national media* cover those issues — and which “beats”?

Local: _____ **Beat(s):** _____

Regional: _____ **Beat(s):** _____

(Inter)National: _____ **Beat(s):** _____

3. What’s your organization’s most urgent interim goal — and its **method(s)** for achieving it?

Goal: _____

Method(s): _____

4. What **message** and **call to action** does your organization need to deliver to achieve that goal?

A. **Message:** _____

B. **Call to action:** _____

5. What **audience(s)** should receive the answers to Question 4 (i.e., who needs to act on them)?

A. _____

B. (*optional*) _____

6. What **type(s) of media** are likely to reach that audience (in order of effectiveness) — *and why*:

A. _____ **Why?** _____

B. _____ **Why?** _____

C. _____ **Why?** _____

7. What specific **language** (keywords, imagery, terminology, etc) would help convey your message, and what **platform characteristics** (e.g., length, format, etc) must you adapt your message to?

Language: _____

Characteristics: _____

8. Review your answers to Questions 2 and 6, then summarize the most *timely* and *compelling* **story** that those media will cover about your organization’s issues, goals, methods, and / or audience(s):

9. Using your answers to Questions 3 – 8, create the outline of a **press release** to pitch that story:

Headline: _____

Lead sentence: _____

Quote: _____

Data / statistics: _____

Graphics: _____

Interviews / resources: _____

10. “**Hook**” — why a reporter should cover your story *now*: _____

11. **Pitch** story to reporter / editor in 1–2 sentences: _____

