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 “media platforms” can best 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** idea 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:** __________________________________________________________

**Interviewees / resources:** ____________________________________________

10. “**News Peg**” — why a reporter should cover the story now: __________________________

____________________________________________________________________

11. **Pitch** the story to a reporter or editor in 1–2 sentences: __________________________

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________