## LAYERS OF STRATEGY

### OVERALL STRATEGY
- Define the problems you want to address.
- Clarify the policy solution for which you will advocate.
- Identify the target with the power to make the change.
- Name the allies who can help make your case.
- List the advocacy actions you will take to influence the target.

### MEDIA STRATEGY
- Identify the best methods to communicate with your target.
- Decide whether or not engaging the media will advance your overall strategy.
- Find the media outlets that will best reach your target audiences.
- Compile the media tactics you will employ.

### MESSAGE STRATEGY
- Frame the issue to reflect your values and support the policy goal.
- Create a message that describes the problem, the solution, and why it matters.
- Develop a plan to assess and improve the effectiveness of your message.
- Decide who will convey your message.
- Identify the materials you will need to make your case.

### ACCESS STRATEGY
- 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.
- Establish a plan for capturing and resuing coverage.

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