**Task 2: Media Plan**

The role of media (and increasingly social media) in politics has always been complicated. Media is how politicians and interested parties make their case directly to the people, convey new policy goals, or provide facts and information. With the onslaught of “fake news” and “echo chambers” it becomes even more important for interest groups to figure out how to spread their message. As their political advisor, it is your goal to help your clients spread the right message to the right people. In this task, your goal is to create a comprehensive media plan that will help your client’s reach their policy agendas and goals.

**Part One:** Research your clients in more detail and understand their mission, history, and key players of your client group. Try to answer the following questions in order to devise a direction for your media plan:

1. What policy aims does your client have?
2. Who makes up your client’s base?
3. What new demographic groups might your client want to tap into?
4. Who are the people hope to reach via this plan?
5. Which media formats might help your client the most, why?
6. What do you want the plan to do (e.g., ads, articles, commentary, trends, etc.)?
7. What kind of information would your client want to get out in the world, and how?
8. How can media exposure help your client?
9. Should your plan address some current political event?
10. What types of things would need to happen politically in order for your clients to achieve their policy goals?

**Part Two:** Use what you have learned through your research and class activities to put together a comprehensive media plan.

The plan should:

* Identify key group(s) the plan will target (is it your client’s base? Someone else? Why?)
* Decide on succinct message(s) for the targeted audience (What message(s) will you want the groups to get? Why?)
* Identify specific media outlet that will help reach your target audience (How will you get these messages out to the targeted audience? Why is this the best form?)
* Explain why your message plan (tv ads, internet search ads, buzzfeed vid, newspaper ads, etc.) is the best strategy for this audience/message
* Identify media outlets that your client should stay away from, and explain why
* Explain your overall approach or strategy
* Make sure that you have good reasons (and data or evidence) for the decisions you make in the media plan
* Reiterate how this particular plan of action will help your client further its political agenda

**Peer Feedback**

**Writing Team: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Media Plan:**  (Reviewing team, paraphrase the goal as you understand it from their plan):

|  |  |
| --- | --- |
| **What Could Be Improved?** | **How Could It Be Improved?** |
|  |  |

**Biggest strength of this section?**

**Rationale for Plan:**

|  |  |
| --- | --- |
| **What Could Be Improved?** | **How Could It Be Improved?** |
|  |  |

**Biggest strength of this section?**

**Impact on Client’s Agenda:**

|  |  |
| --- | --- |
| **What Could Be Improved?** | **How Could It Be Improved?** |
|  |  |

**Biggest strength of this section?**