

Earned Media Calendar

The goal of this earned media calendar is to provide planning and tracking tools to implement a highly organized earned media campaign in your county with the greatest potential for impact.

Step one: Brainstorm with partners to compile a list of the 20 most influential individuals in your area. Prioritize your candidates in order of potential impact in the column called “Community Leaders.” Once your list is complete add phone numbers and e-mail addresses for each potential leader.

Step Two: We encourage you to think of your media efforts as action steps in support of a specific activity and objective. Based on your need and target audience, determine your topic area of focus.

Step Three: Compile the submission information for all potential publications (newspapers, magazines, etc.) in your county including mailing addresses and e-mail addresses, as well as any special requirements (e.g., word length).

Step Four: Compile the mailing address and e-mail addresses of all the state legislators in your county.

Step Five: Armed with all the necessary information, contact each of your chosen community leaders in order, preferably first by phone. Explain the goals of your earned media campaign and request that they write a letter to the editor of a local paper or magazine, or write a letter to a specific legislator. In either case, request that whichever type of letter they are willing to write, that they also send a copy of that letter to the alternate location (e.g., if they write a letter to the editor, ask them to send a copy to their legislator as well).

Step Six: If they agree to write a letter, allow them to select an available month and agree on what type of letter (to the editor, open-letter, legislator, etc.), what publication they would like to submit to and the deadline for their submission. Continue until you have a full 12 month calendar of earned media opportunities scheduled. If you want to create a more concentrated campaign during certain months, simply add rows under that month and have letters sent bi-weekly or weekly. You can also use this tool for news releases from your coalitions. Again, simply add rows in the appropriate month and write the news release information (i.e., author, topic, deadline, etc.).

Step Seven: Once the letter or news release has been submitted and published, record the date of publication in the column provided. Also note the number of responses the letter or article receives (in print and/or online) and whether that response was predominantly supportive or negative.

Step Eight: Submit your completed tracking form to your CDRR Outreach Coordinator along with your grant reporting.