



Hearing Media Strategy Template

Develop a press list.

Who will develop the list: _____
What is the date for completing the list: _____
How often will it be updated: Weekly/monthly (circle one)
Special media outlets to be covered: _____

Phase 1: Pre-Hearing Strategy

Date for a press advisory announcing the upcoming hearing: _____

Number of days before the hearing: _____
Will it be combined with notice of a press briefing: yes/no (circle one)
Who will draft the press advisory: _____
Who will clear it with the boss: _____
Who will send out the press advisory: _____

Release date for the report: _____

Number of days before the hearing: _____
Ending date and time for any embargo: _____
Who will make the copies: _____
The copies will be in the form of: paper/disks/online links (circle one)
Who will distribute the copies: _____

Date for a press release explaining the upcoming hearing: _____

Number of days before the hearing: _____
Who will draft the press release: _____
Who will clear it with the boss: _____
Who will get the quote from across the aisle: _____
Will it be used at a press briefing: yes/no (circle one)
Who will hand out or send out the press release: _____

Date for a press briefing to explain the report or the investigation: _____

Number of days before the hearing: _____ (if more than 1 day, explain)
Who will invite the reporters: _____
Who will check the reporters' credentials at the door: _____
Who will set up the briefing room: _____
Who will distribute any handouts: _____
Who will lead the press briefing: _____
Who else will participate in the press briefing: _____

Who will prepare talking points and brief the boss: _____
 Who will invite the other side of the aisle: _____
 What is the choreography for the press briefing?

Date to make press calls to ask reporters to cover the hearing: _____

Number of days before the hearing: _____

Who will make the calls: _____

Which reporters will be called:

What is the key message to be conveyed in the calls?

HEARING DATE: _____

Phase 2: On-the-Hearing-Day Strategy

Who will set up the reporter tables: _____

Who will check press credentials and seat reporters: _____

Who will make copies and hand out materials: _____

Who will answer press inquiries: _____

Who will set up any press interviews: _____

Who will prepare talking points and brief the boss: _____

Who will decide on whether to do a second press release: _____

Who will draft the press release: _____

Who will clear it with the boss: _____

Who will send out the press release: _____

Phase 3: Post-Hearing Strategy

Who will take the lead on post-hearing media efforts: _____

Who will handle post-hearing press inquiries: _____

Who will schedule additional interviews: _____

Who will draft an op-ed, column, or floor statement: _____

Date to complete it: _____

Who will clear it with the boss: _____

Who will circulate it or try to place it: _____

Who will try to generate additional media if there are new developments: _____

Indicate whether there are plans for any of the following (check one or more):

___ Follow-up floor statement or speech

___ Follow-up meetings with agencies or the private sector

___ Referral letter or other correspondence

___ Legislation

___ Supplemental report