



## 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