

SAMPLE MEDIA PLAN

➤ GOALS & TARGETS

Write your main three program/organizing goals here:

- To get AC Transit to guarantee a free or \$10 bus pass for low-income youth
- To pressure the MTC to allocate more resources to AC Transit
- To pressure AC Transit for improved bus and bus shelter conditions

List three goals for your work with the media. At least one should be related to your program goals:

- To show AC Transit that youth rely on affordable bus service to attend after-school programs
- To counter the ageist myth that youth are not a significant ridership for AC Transit
- To highlight MTC's racial discrimination in resource allocation

Whom do you want to reach? Remember any targets you identified.

ORGANIZATION/ CONSTITUENCY	WHY DO WE WANT THEM?	WHAT DO WE WANT THEM TO DO?	WHAT DO THEY CARE ABOUT? (VALUES, VULNERABILITIES)	WHAT/WHOM DO THEY READ, WATCH, LISTEN TO?
AC Transit Officials	They have the power to reprioritize AC Transit spending	Commit to keeping bus passes affordable for low- income youth - 10 or lower	Cutting costs Staying out of the "red"	ANG Newspapers, especially editorials network TV news Major radio news - KGO, KQED, KCBS
MTC Officials	They have the power to allocate resources to Bay Area transit systems	Commit to giving AC Transit as much funding as transit systems in richer areas (e.g. Golden Gate Transit)	Public Opinion	

➤ **COUNTER-MESSAGES****List arguments of the opposition:**

AC Transit doesn't have the money to lower bus pass rates

Youth are not a significant proportion of ridership

Youth use free passes to skip school

➤ **YOUR MESSAGES & SOUNDBITES**

What are you trying to communicate? Try to distill your message into a 25-word (maximum) statement that will get the point across. Remember: a message is not the same as a soundbite. It is the overall theme you are trying to communicate.

The Metropolitan Transit Coalition's racial discrimination is starving the AC Transit system.

The result: AC Transit is forced to feed off its poorest riders. AC Transit must commit to keeping youth bus passes free or reduced so young people can safely get to school and after-school programs.

What are good images for conveying this message?

A Bus with doors closed to youth with "transportation" sign by bus and "public" by youth, other images that the youth will come up with

Who are good spokespeople for conveying the message?

Affected youth, their parents and seniors who can speak in solidarity

Develop two soundbites that convey your message and address important issues raised by the opposition. (Remember: You are not debating them. You are delivering the message.)

- Free transportation for our education.*
- Our surveys show that if AC Transit Fares go up, many students won't be able to afford lunch. Students should not have to choose between bus fare and food.*

➤ **OUTLETS**

What are the best media for conveying this message for each target? (List targets and choose one or more that fit. Try to focus on no more than three)

- News media: ☒ print ☒ radio ☒ television ☐ online ☐ opinion

Oakland Tribune

KTVU Channel 2

KRON

NBC Channel 11

KCBS and CBS Channel 5

KGO and ABC Channel 7

KQED

➤ HOOKS AND OPPORTUNITIES

List upcoming events and products, date they are scheduled to be completed and whether they have any piggybacking opportunities:

Event/Product	Date to be done	Media opportunities
1. Rider Surveys		release our results
2. May 18 th Public Hearing		report release and youth rally
3. June 1 st Decision		claim victory or turn up the heat

➤ TIMELINING

Organize these events in chronological order and prioritize which are the communications opportunities you'd like to follow up on.

4/25 - 5/3	Julie - Materials development: Media Advisory for May 18 Fact Sheet or Newsletter Spokesperson bios & contact info for youth and parents
4/30	Transpo Justice Coalition - Messaging
4/30	Jen + Kids First Organizers - Creative Action Training
5/2	Jen - Updated press list
5/4	Julie - Fax and email media advisory to press list Pitch calls to reporters immediately afterward
5/11	Julie - Fax and email media advisory to press list again
5/16	Julie - yep one more time fax and email MA to press list
5/17	Pitch calls - call till you get an answer from every single person on the list
5/18	Jen - media Sign in
5/19	Julie + Jen - Media coverage tracking
Wk of 5/23	Julie - Debrief and evaluation
Wk of 5/23	Jen - Editorial meeting with ANG newspapers
6/1	Julie - rally? calls to media
6/2	Julie - press release about decision
next weeks	Evaluation/next steps