

Direct Action Media Check-List

What is your action logic? (How do you answer the question: Why Are You Doing This?)

Who Will You Give an Advance to?

- | | | |
|--|---|--------------------------------------|
| <input type="checkbox"/> English Print _____ | <input type="checkbox"/> English TV _____ | <input type="checkbox"/> Radio _____ |
| <input type="checkbox"/> Spanish Print _____ | <input type="checkbox"/> Spanish TV _____ | <input type="checkbox"/> Other _____ |

Who Will Be on Your Comms Team?

- | | | |
|---|---|--|
| <input type="checkbox"/> Twitter _____ | <input type="checkbox"/> Photos _____ | <input type="checkbox"/> On-Site Media _____ |
| <input type="checkbox"/> Livestreamer _____ | <input type="checkbox"/> Video _____ | <input type="checkbox"/> Spokes by Phone _____ |
| <input type="checkbox"/> Web Deployment _____ | <input type="checkbox"/> Media Outreach _____ | <input type="checkbox"/> Spokes Prepper _____ |

Does everyone on-site have a portable battery charger?

Materials:

- | | | |
|---|--|--|
| <input type="checkbox"/> Talking Points _____ | <input type="checkbox"/> Press Release _____ | <input type="checkbox"/> Email Blast _____ |
| <input type="checkbox"/> Banner _____ | <input type="checkbox"/> Signs _____ | <input type="checkbox"/> Shirts _____ |

Ask: What does the photo the next day look like?

Launch:

- | | | |
|--|---|---|
| <input type="checkbox"/> 1. Livestream goes live | <input type="checkbox"/> 6. Tweet link with photo | <input type="checkbox"/> 12. Livestream interviews |
| <input type="checkbox"/> 2. Capture photo | <input type="checkbox"/> 7. Post link to facebook | <input type="checkbox"/> 13. Tweet photos & quotes |
| <input type="checkbox"/> 3. Update OG codes on web | <input type="checkbox"/> 8. Send email alert
<small>(insert photo, test links)</small> | <input type="checkbox"/> 14. Contact influencers |
| <input type="checkbox"/> 4. Publish webpage | <input type="checkbox"/> 9. Coordinate with on-site team | <input type="checkbox"/> 15. Monitor early coverage |
| <input type="checkbox"/> 5. Hit send on breaking release | <input type="checkbox"/> 10. Call outlets who haven't shown up | |

Post-Action:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Place op-eds | <input type="checkbox"/> Collect clips | <input type="checkbox"/> Offer interview availability |
|---------------------------------------|--|---|

Is there follow-up engagement for on-line supporters?