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|  | Australian Curriculum Year 10 English sample assessment ׀ Assessment resource  Spreading the news: Sample media strategy |

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### Media strategy: fail to plan and plan to fail

Publicity staff liaise with a variety of media organisations who work to deadlines. In order to take the opportunities that exist to promote your event, product or service, and also to build people’s trust and confidence in you as an organised and ethical person, you need to plan effectively. A media strategy that takes into account all the relevant details necessary to communicate with your media contacts on time and meet publishing deadlines should be helpful. **Note**: This is based on Kellie O’Brien’s free downloadable Media Plan Template (<http://kellieobrien.com.au/>).

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| Release Date | Subject | Content | Vehicle | Contacts | Status | Deadline | Importance |
|  | Subject | Angle/s | Medium: press release, blog post, newsletter, social media | Media contacts (print, broadcast and online media), along with any other contacts who may be helping execute the strategy | Where things are at | Deadline to get everything complete | High, medium or low |
| May 12 | Book Week | Man Booker Prize-winning former student returns to school  Events open to the public available for the first time | School newsletter item | * **Media contact #1:**   Astrid Powell — Manager, Sidera school website  https://siderashs.eq.edu.au/Pages/default.aspx | School news item written  Send to contact #1 Astrid on 12 May (school community to have first access to tickets) | May 4 | High |
| May 14 | Press release | * **Media contact #2:**   Jillian Hillcroft — *The Courier-Mail* Editor [www.couriermail.com.au](http://www.whitepages.com.au/externalUrlRedirect.action?product=Q00W%23217761354%23The+Courier-Mail&channel=&searchType=B&type=website_link&url=http%3a%2f%2fwww.couriermail.com.au&hash=36b864f0c5dfdf69c09c6d2f07baea7278328f28)  Phone 1300 304 020   * **Media contact #3:** Jack Nimble –*–*  Quest Newspapers Editor [www.questnews.com.au](http://www.whitepages.com.au/externalUrlRedirect.action?product=Q00W%23217761356%23Quest+Community+Newspapers&channel=&searchType=B&type=website_link&url=http%3a%2f%2fwww.questnews.com.au&hash=9908a5a5347604c190e7cdc31652e85b9e36bbd0)   Phone 1300 033 266 | Press release written  Pitched to media contacts #2 and #3 on May 14 |