

Maximizing Your Impact with Strategic Communication: Earned Media Strategies

Doug McDurham, Director of Strategic Advancement
Hunger Free Oklahoma



The media plays a crucial role in shaping public perception and awareness of social justice issues. Journalists have the power to amplify marginalized voices and hold those in power accountable for their actions or inaction.

Reporters can challenge prevailing narratives that perpetuate social injustices by providing accurate and unbiased information that counters stereotypes and misconceptions. By reporting on poverty and food insecurity, journalists foster public discussion that can lead to positive change.

As such, news reporting is a valuable tool in the effort to ensure that all Oklahomans have enough food every day. This discussion is designed to help you leverage the media to support your mission.

Media increases your visibility and reach by highlighting need and impact:

- Establish credibility and legitimacy
- Promote your organization's purpose
- Relationship building
- Crisis management

Steps to earned media attention:

- Internal: identify your why, who, and how
- Establish media relationships
- Provide valuable content
- Write strong story pitches
- Submit press releases

Provide the reporter with what they need:

- Definitions & acronyms
- Access to people: Don't forget experts with lived experience
- Visuals: charts, photos, video
- Data: internal and external