**Creating an Effective Advocacy Campaign: Working with the Media**

The Case

Junk food advertising that targets children promotes obesity. Your organization wants to take a stand in favor of restrictions on the food industry, preventing them from advertising soft drinks, candy, and junk foods to children under the age of 12.

Begin to prepare an advocacy campaign to promote your policy, making effective use of the media.

1. What are your goals (long term, short term)?
2. Which stakeholders are involved?
   1. Who is affected?
   2. Who are your allies and opponents?
   3. What is the source of stakeholders’ power or influence?
   4. Which stakeholders are likely to be the most influential and able to affect change?
   5. How can you expand your network of supporters?
   6. How might you compromise or work with opponents?
3. Think it through.
   1. Have others tried this? How did it go?
   2. What are your best arguments in favor of your proposal?
   3. How best can you address your opponents’ positions?
4. What is the current political and/or social climate for change?
   1. Is there a crisis or event you can use to advance your position?
   2. Do you need to be proactive or reactive?
5. Which media forms are best to use? Why?