## Direct Action Media Check-List

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

- [ ] English Print ______________
- [ ] Spanish Print ______________
- [ ] English TV _______________
- [ ] Spanish TV _______________
- [ ] Radio _______________
- [ ] Other _______________

### Who Will You Give an Advance to?
- [ ] Who Will Be on Your Comms Team?

- [ ] Twitter ______________
- [ ] Photos ______________
- [ ] On-Site Media ______________
- [ ] Livestreamer ______________
- [ ] Video ______________
- [ ] Spokes by Phone ______________
- [ ] Web Deployment ______________
- [ ] Media Outreach ______________
- [ ] Spokes Prepper ______________

**Does everyone on-site have a portable battery charger?**

### Materials:

- [ ] Talking Points ______________
- [ ] Press Release ______________
- [ ] Email Blast ______________
- [ ] Banner ______________
- [ ] Signs ______________
- [ ] Shirts ______________

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

### Launch:

1. Livestream goes live
2. Capture photo
3. Update OG codes on web
4. Publish webpage
5. Hit send on breaking release
6. Tweet link with photo
7. Post link to facebook
8. Send email alert
9. Coordinate with on-site team
10. Call outlets who haven’t shown up
11. Hit send on breaking release
12. Livestream interviews
13. Tweet photos & quotes
14. Contact influencers
15. Monitor early coverage

### Post-Action:

- [ ] Place op-eds
- [ ] Collect clips
- [ ] Offer interview availability

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

*Developed by #Not1More & On Point*