

# FOIA MARKER

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Media Strategy for Public Liaison Events

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January 25, 1995

**MEMORANDUM TO ALEXIS HERMAN**

**FROM: Flo McAfee**

**CC: Steve Hilton**

**RE: Media Strategy for Public Liaison Events**

Below is a general media strategy that can be implemented by Media Affairs to maximize coverage for appropriate OPL-related activities. By appropriate, I mean activities that: (1) reinforces the Administration's overall message; (2) maintains and builds relations with core constituencies; and (3) generate maximum coverage of the message to touch local (state, city and community) media markets.

**I. STRATEGY**

- A. Publicize the message
- B. Publicize activities/events
- C. Assist in generating constituent media coverage

**II. TARGETED MEDIA AUDIENCE**

- A. Specialty Press---The working media that covers the specific industry or constituency. The key specialty media (broadcast and print) we should target to coincide with are key constituencies include:
  - 1. Ethnic media
  - 2. African American media
  - 3. Hispanic media
  - 4. Religious media
  - 5. Business media
  - 6. Women's media
- B. House Organs----This includes any publications organizations use to reach their constituents such as:
  - 1. Newsletters
  - 2. Magazines (monthly/quarterly)
  - 3. Alert Letters/FAX Alerts
  - 4. Church Bulletins

### **III. TACTICS**

- A. Conference Calls---A regular series of conferences about issues or information should be implemented. These conference calls could be with an Administration official/constituency liaison/issue specialist and the media.
- B. Press Releases----Prepare written releases/advisories on all activities.
- C. Backgrounders/Talking Points
- D. Editorial Board Meetings
- E. Op Ed Pieces---Written by selected constituent leader/opinion maker.
- F. Media Interviews---On a regular basis using constituency liaisons and other administration officials.

### **IV. MEDIA PLACEMENT TIME TABLE**

#### **A. Pre-Event**

- 1. Media advisory---One to two weeks before an event, briefing, etc., a press advisory should be developed and sent to the appropriate media about the event or, if it is a closed press event, about the local constituent who is participating in the briefing, etc.
- 2. Background Briefings----To garner support or get the message out on specific issues, background briefings should be conducted a few days before the announcement, etc., with specialty press members.
- 3. Materials----Prepare talking points for the participants and one-page backgrounder on the event/issue for release to the media.

#### **B. Day of the Event Media**

- 1. Set up interviews with event participants.
  - a. Radio---Provide a contact card for participants with a list of the local radio stations they can speak to upon their return to their states/cities.

**C. Post-Event Media Follow-up**

1. **Press Release----**A press release with a photo should be sent out to appropriate press following the event/activity. Give participant a release to take home.