

GOTMME worksheet

BMSG's approach

BMSG helps groups build capacity for media advocacy, the strategic use of mass media to support community organizing and policy advocacy. This worksheet is designed to help you plan your media advocacy work in a strategic, coordinated manner.

What is GOTMME?

GOTMME stands for Goals, Objectives, Target, Message, Messenger, and Evaluation, a 6-step strategic planning process that guides communication efforts aimed at achieving policy change.

Underlying GOTMME is the key media advocacy concept that the message is never first. In other words, before we can know what to say, we need to clearly understand what policy change we want to achieve, who has the power to create that change, and who the allies are that can work with us to achieve it.

- **Goals** are broad, overarching statements about what your organization hopes to achieve in its media advocacy.
- **Objectives** are the specific, measurable actions that you will take to achieve the goal. Objectives describe who will do what by when. Objectives might include developing skill and capacity for creating and delivering messages among community members, young people, coalition members, and others working with you.
- **Target** is the person or group who can make the change. Media advocacy is not about “raising awareness” among the general public. Instead, media advocates focus on audiences who have the power to enact the policy or systems change you seek. Primary targets are individuals and groups that have the power to institute policies and change systems. Secondary targets are individuals and groups who can influence the primary targets (e.g., young people who are mobilized to raise their voices and educate decision makers). The general public is only a tertiary target; members of the public will be exposed to the messages but not necessarily act on them — the power from media exposure comes from the primary target knowing that the general public is watching their actions.



Make every Who holler! Make every Who shout!

> Dr. Seuss

- **Message** is what is said. Your group will typically develop core statements it wants to deliver to each target. Messages answer three questions: what is the problem, what is the solution, and why does it matter? The three parts of the message don't have to be equal: Spend more time on the solution than the problem, and weave in the values — starting with why this issue matters to you and our whole society can be very powerful. People connect with values, not a list of facts.
- **Messenger** matters as much as the message itself, so be strategic when you select spokespeople. Consider: Who will the targets respond to? Who might be a surprising and compelling messenger? Messages must be delivered with confidence; so be sure to provide training and support to your key messengers. The messengers should be equipped with facts but also be able to express shared core values that will connect with the target.
- **Evaluation** helps you be sure you're not wasting time or resources. Ultimately, you will want to know if your media advocacy is having the desired effects. How you design the evaluation will depend on how you, your funders, or others will use it and what questions need to be answered. For example, a basic evaluation might describe the media advocacy actions taken, who completed them, and what happened as a result of the actions. The evaluation might be a simple review of the answers to those questions or something that answers other questions, such as, did our messengers say what they intended? Did that get reported accurately in news coverage? Were our coalition partners satisfied with our contribution and/or do they have feedback for us? The evaluation will depend upon the questions you want answered and what you want to learn for next time.

GOTMME planning tool

Goal	
Objectives	
Target	Primary: Secondary:
Message	
Messenger	
Evaluation	