



An Interactive Guide to Building Lay Advocacy Groups

Assessing Your Needs

u **COMMUNITY AND MEDIA ACCESS**

Do you have a celebrity spokesperson? Yes No

Are you aware of a celebrity with a recognizable name and an interest in or connection to your condition?

Yes No

List any ideas you might have for spokespeople – think big!

Media attention

Have you been able to get media attention? Yes No

If yes, then how?

n Press releases that led to interviews

n Editorials by your group published in local daily or weekly newspapers

n Feature articles in newspapers or magazines

n Radio appearances by group spokespeople or members

n Television appearances by group spokespeople or members

n Other _____

Do you have specific goals for media attention? Yes No Are they met? Yes No

Do you have resources or contacts who can help you capture media attention? Yes No
