

Media for your action (public)

It's very, very important to consider how your action will come across and prepare your public messaging.

Get in touch with your M&M team well in advance of the action so that they can prepare a press release and spokespeople. Send 250 words and 5 W's: Who, what, where, when, why, how? to describe the action.

Head over to the [Media and Messaging for Actions](#) book of the [Media and Messaging shelf](#) for detailed guidance.
