

Media for your action (public)

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

You need to get in touch with your local M&M team, or create an M&M team for the action, well in advance, so that they can prepare a press release and spokespeople.

The first step is to send them 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.
