



## Earned Media One Pager

Earned media and media outreach can be an impactful part of an advocacy strategy that reaches decisionmakers through news outlets in their communities. Here we provide two simple options that your organization can incorporate into your immediate communications efforts to help raise awareness around FY24 appropriations.

**Option 1:** Include funding messaging in existing planned announcements. For example, if you have a press release planned about a new project launch or milestone reached, add a paragraph to the end tying the story to the threat of funding cuts.

- Sample paragraph: “This project/milestone is made possible through AmeriCorps funding, which is currently being debated in Congress for the next fiscal year. The House of Representatives has proposed eliminating all funding for AmeriCorps education awards and slashing the agency’s total budget by 50% to the lowest levels in nearly three decades, putting projects like this in jeopardy. [Insert org. name] is urging Congress to increase funding for AmeriCorps and invest in our community.”
- See additional messaging [HERE](#) to weave into communications.

**Option 2:** Reach out to your media contacts with a friendly update on the funding situation and participation in the day of action.

- Sample note: “I wanted to send a quick note with the latest updates from [insert org. name]. This week, we’re focused on Congress. Proposed cuts to AmeriCorps would eliminate between 26,000 and 61,000 AmeriCorps positions and the services those members provide across the country. These cuts could jeopardize the work we do in [insert city]. This week, we’re joining organizations across [inserts state] and the country to call on Congress to increase funding for AmeriCorps and invest in our communities. If you’d like to hear more about what’s at stake, we’d be happy to chat further about the proposed cuts to community programs.”
- Share links to the day of action social posts and local op-eds (if applicable)
- See additional messaging [HERE](#).
- Examples:
  - *Public News Service:* [“AmeriCorps/Vista Budget Cuts Could Impact Ohio Food Banks”](#) (August 22, 2023)
  - *The Athens News:* [“Proposed AmeriCorps Budget Cuts Will Impair Foodbank”](#) (August 28, 2023)
  - *Action News Jax:* [“‘I’m really thankful:’ AmeriCorps City Year Jacksonville helping local students succeed”](#) (December 27, 2023)