



# Earned Media Planning & Reflection Worksheet

Use this worksheet to identify compelling stories, programs, and outcomes that showcase your chamber's impact. Whether you're planning for National Chamber of Commerce Day (October 15) or highlighting a single initiative, these prompts will help you uncover angles that attract media attention and demonstrate community value.

---

## Reflect on Impact

What are your chamber's top 3 programs or initiatives this year?

What measurable impact have they had (jobs created, dollars invested, members engaged, policy wins, community improvements)?

What human stories can you tell—members, entrepreneurs, or residents whose lives are better because of your chamber's work?

How does your chamber's work connect to broader trends (workforce, small business growth, placemaking, innovation, talent attraction)?

---

## Find the Hook

Why is this moment the right time to share your story?

What makes this initiative or program newsworthy? (First of its kind? Solves a local challenge? Part of a bigger statewide/national issue?)

How can you tie your message to National Chamber of Commerce Day (October 15) to create momentum?

## **Shape the Story**

What's the headline of your story in one sentence?

What visuals (photos, graphics, video) will make this story stronger?

Who is the best spokesperson to tell the story (CEO, member, community leader)?

What 3 key messages do you want every article, news clip, or social post to reinforce?

## **Build Relationships**

Which local reporters, editors, or influencers cover business, economic development, or community stories?

Who in your chamber maintains those relationships?

When was the last time you shared a story with them (not just a press release)?

How can you provide value year-round – data, quotes, member access – to strengthen ties?

## **Look Ahead**

What upcoming programs or events in the next 6–12 months could generate coverage?

How can you leverage milestones (anniversaries, ribbon cuttings, impact reports) to tell your chamber's story?

What annual report or data points can be packaged for media attention?

How can you use National Chamber of Commerce Day as a launchpad for a bigger year-round narrative?

## **Quick Event Checklist (for any single event)**

Draft a press release or media advisory

Identify 1–2 spokespeople with talking points

Capture quality photos & video for post-event storytelling

Post-event: send recap + impact highlights to local press and members

Add story to a running earned media tracker for year-round



# Earned Media Companion Guide

A quick-reference resource to pair with your Earned Media Planning & Reflection Worksheet.

## Sample Pitch Email

Subject: Local Story Idea: [Chamber Name] Driving Business Growth in [Community]

Hello [Reporter's Name],

I wanted to share a story idea that I think your readers/viewers would find timely and impactful. [Chamber Name] is [insert initiative/program] which has already [insert key impact/statistic]. This effort highlights how our local business community is working together to [insert broader community goal].

We'd love to connect you with [Chamber CEO/member business leader] who can provide insights, along with community members directly impacted by this work.

If you're interested, I'd be happy to coordinate an interview or provide additional background.

Thank you for considering this story!

Best,  
[Your Name]  
[Title & Contact Info]

## Earned Media Tracker Template

Use this table to track outreach, follow-ups, and coverage.

Date	Outlet/Reporter	Story/Pitch Topic	Status (Pitched, Follow-Up, Published)	Notes/Links

## **Key Metrics to Track**

- Number of media mentions/articles published
- Reach or impressions (if provided by outlet)
- Quality of mentions (quotes, photos, headline mentions)
- Diversity of coverage (local news, radio, business journals, podcasts)
- Engagement from members/community after seeing coverage
- Backlinks to chamber website from news outlets

## **Media Angles Bank (Ideas Year-Round)**

- Workforce development success stories
- Small business growth and entrepreneurial wins
- Ribbon cuttings and expansion announcements
- Policy or advocacy wins that affect local business climate
- Economic impact milestones (jobs created, investment attracted)
- Community partnerships (schools, nonprofits, government)
- Local innovation and technology advancements
- Member spotlight stories (human interest angles)
- Diversity, equity, and inclusion initiatives
- Resilience stories (how local businesses overcame challenges)

## **Next Steps**

Identify 2–3 earned media goals for the next year:

Goal 1:

Goal 2:

Goal 3: