

## **MEDIA PLANNING CONSIDERATIONS: A Checklist**

**Write here your main three program goals:**

**List three goals for your work with the media. At least one should be related to your program goals:**

**Whom do you want to reach? Remember any targets you identified.**

Organization/ Constituency	Why do we want them?	What do we want them to do?	What do they care about? (values, vulnerabilities)	What/whom do they read, watch, listen to?

**What are you trying to communicate? Try to distill your message into a 25-word (maximum) statement that will get the point across. Remember: a message is not the same as a soundbite. It is the overall theme you are trying to communicate.**

**What are good images for conveying this message?**

**Who are good spokespeople for conveying the message?**

**What are the best media for conveying this message for each target?**  
(List targets and choose one or more that fit. Try to focus on not more than three)

- Large Academic Publications**
- Professional development or journal articles**
- News media: \_\_\_ print \_\_\_ radio \_\_\_ television \_\_\_ on-line \_\_\_ opinion**
- Entertainment media**
- Other on-line media**
- Personal networks**
- Other \_\_\_\_\_**

**List arguments of the opposition:**

**Develop two soundbites that convey your message and address important issues raised by the opposition. (Remember: you are not debating them. You are delivering the message.)**

## **Planning**

**List upcoming events and products, date they are scheduled to be completed and whether they have any piggybacking opportunities:**

<b>Event/Product</b>	<b>Date to be done</b>	<b>Media opportunities</b>
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**List other events and products you know about (annual conferences, anniversaries, etc., that provide opportunities to communicate with others and advance your goals:**

**Organize these events in chronological order and prioritize which are the communications opportunities you'd like to follow up on.**

**Identify what tasks need to be done and by whom in order to complete the follow up:**