

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:

Event/Product	Date to be done	Media opportunities
----------------------	------------------------	----------------------------

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: