

MEDIA
PLANNING
WORKSHEET

Effective media advocacy is an integral part of your organizing campaign. The worksheet on the next 3 pages will help you to think strategically about your media plans. The first and most important rule is: Create your media plans before you start your campaign. Identifying your target audience(s) and outlets is just as important as identifying your organizing targets. Get ready for media justice

➤ GOALS & TARGETS

Write your main three program/organizing goals here:

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

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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?

➤ **COUNTER-MESSAGES**

List arguments of the opposition:

➤ **YOUR MESSAGES & SOUNDBITES**

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?

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.)

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➤ **OUTLETS**

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 no more than three)

- Large Academic Publications
- Professional development or journal articles
- News media: ___ print ___ radio ___ television ___ on-line ___ opinion
- Entertainment media
- Other online media
- Advertising: ___ billboards/public kiosks ___ print ___ radio ___ television ___ on-line ___ other
- Personal networks
- Other (leaflets, etc) _____

➤ **HOOKS AND OPPORTUNITIES**

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:

_____	_____	_____
_____	_____	_____
_____	_____	_____

➤ **TIMELINING**

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

➤ **TASKS**

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