

Media Planning Checklist

List your main program goals:

- 1. _____
- 2. _____
- 3. _____

List three goals for your work with the media. Try to ensure they are related to your program goals:

- 1. _____
- 2. _____
- 3. _____

Describe whom you want to reach and why. These will be your “targets.”

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? Your message should be distilled into a 25-word (maximum) statement that will get the point across. (Remember: a message is the overall theme you are trying to communicate.)

What might be good images for conveying this message?

Who are the best messengers for conveying this message?

What are the best media channels for delivering this message to each target?
(Match the targets you want to reach with the channels most likely to reach them. You do not have to use every communication option, but be creative and strategic.)

- **News media:** ____ print ____ radio ____ television ____ on-line ____ opinion

- **Entertainment media** _____
- **Other on-line media** _____
- **Personal networks** _____
- **Other** _____

List potential arguments from any opposition you might anticipate:

Develop three sound bites that convey your message and address important issues.

1. _____
2. _____
3. _____

List upcoming events, the dates for which planning should be completed, and what media opportunities they offer to use in getting your message out:

Event	Date to be completed	Media opportunities

List other events you can anticipate (annual conferences, anniversaries, etc.) that might provide opportunities to communicate with others and advance your goals. Organize these events in chronological order and prioritize the opportunities you would like to pursue.

Event	Date	Priority Follow-up	Completed by