



# MEDIA PLANNING CHECKLIST

MEDIA ADVOCACY TOOLKIT

Write here your main program goals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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

**Who are the best messengers for conveying the message?**

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

• **News media:** \_\_\_ print \_\_\_ radio \_\_\_ television \_\_\_ on-line \_\_\_ opinion

\_\_\_\_\_

• **Entertainment media** \_\_\_\_\_

• **Other on-line media** \_\_\_\_\_

• **Personal networks** \_\_\_\_\_

• **Other** \_\_\_\_\_

**List arguments of the opposition, if any:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

1. \_\_\_\_\_
2. \_\_\_\_\_

## PLANNING

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

Event	Date to be done	Media Opportunities

List other events you know about (annual conferences, anniversaries, etc.) that provide opportunities to communicate with others and advance your goals. Organize these events into chronological order and prioritize which are the opportunities you would like to follow up on.

Event	Date	Priority Follow-up	Completed by