

Planning A Media Campaign A Worksheet

To conduct a media campaign, you need to answer the following questions:

1. **Why are you doing it?**

What is the overall purpose of the campaign? (For example, to reduce the risk factors for heart disease in a particular community.) What do you hope to accomplish?

State your desired outcome:

2. **Who is your target audience?**

Who do you want to reach? (For example, communities at risk for chronic disease, or policy makers who can make changes in the local environment.)

Choose your audience:

3. **What is your message?**

What do you want people to learn? What myths are you trying to correct? Do you need to modify the message to suit various audiences? What is your call to action? (For example, creating a “walkable neighborhood” will help build a healthier community.)

State your message:

4. **How will you deliver the message?**

Who will deliver the message? (For example, the public health director, the chair of a community advisory committee, or a well respected community leader.)

Choose your messenger:

How will you get the message out? (For example, newspapers, radio and/or television; a press release, op-ed piece, or letter to the editor.)

Choose your outlets:

5. **When will you do it?**

Look for timely opportunities to get the message out. (For example, the kick-off of a new project, the release of new data, or Heart Month.)

Define your timely news hook: