**MEDIA/COMMUNICATION PLANNING GUIDE**

**What is the problem you want to change/address?**

*Or, what evidence-based strategy do you want to support with media/communication*

|  |
| --- |
|  |

**Who is the target audience?**

*Examples:*

*High rates of underage drinking (Problem) – “****Parents who host parties for underage drinkers****.”*

*High rates of adult binge drinking (Problem) – “****Bartenders who overserve alcohol to adults****.”*

*Rx drug abuse (Problem) – “****Pharmacies who dispense medication.****”*

|  |
| --- |
|  |

**Draft your message(s):**

*Examples:*

*High rates of underage drinking (Problem) - Parents who host parties for underage drinkers (Target Audience) – “****Those who host lose the most – Dram Shop Law.”***

*High rates of adult binge drinking (Problem) - Bartenders who overserve alcohol to adults (Target Audience) – “****You are liable – Server Training****.”*

*Rx drug abuse (Problem) - Pharmacies who dispense medication (Target Audience) – “****Stop Overdose. Use the Prescription Drug Monitoring Program.****”*

|  |  |
| --- | --- |
| Message*Be specific and relate your message to the data.* | Outcome*What do you want your target audience to think or do as a result of your message?* |
|  |  |
|  |  |
|  |  |
|  |  |

**What is your budget?**

|  |
| --- |
|  |

**What types of media do you plan to utilize?**

|  |  |  |
| --- | --- | --- |
| Types of Media |  | Possible Contact |
| Newspapers (ad, letter to the editor, article, etc.) |  |  |
| Magazine |  |  |
| Radio (talk show, ad, PSA, story, etc.) |  |  |
| Television |  |  |
| Facebook |  |  |
| Twitter |  |  |
| Webpages |  |  |
| Newsletters |  |  |
| Church Bulletins |  |  |
| Press Release |  |  |
| Billboard |  |  |
| School Gym |  |  |
| Signage (ATM, bank electronic sign, etc.) |  |  |
| Inserts (paycheck, water bills, etc.) |  |  |
| Direct mail |  |  |
| Flyers (grocery bags, foodbank, etc.) |  |  |
| Other: |  |  |
| Other: |  |  |
| Other: |  |  |

**Implementation planning:**

*Consider timing around other media campaigns, efforts, high-risk times, holidays or community events.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Type of Media | Timeline | Cost | Who/What | By When |
| *Sample: “Facebook Ad”* | *“Run month of December”* | *“$50”* | *“Bob will get ad from PRMC and purchase ad”* | *“November 15th”*  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Tracking and evaluating your efforts:**

|  |  |  |
| --- | --- | --- |
| Type of Media | Reach | Frequency  |
| *Sample: “Newspaper ad”* | *“20,000 people”* | *“4 ads (every Sunday in July)”* |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |