

Media Plan outline

Mission Statement

List your mission statement.
What role does it play in this plan?

Goals

What do you want to get out of the media or communications plan?

What are your overall organizational goals?

How do these goals and this plan support those?

Some possible goals:

- Visibility & Name Recognition for the organization
- Engaging and empowering our audiences

Target Audiences

Who is your Primary Target Audience?

Who are some Secondary audiences?

Key Messages

When you are talking to the media what are the key points you always want to hit on?

The can change depending on the issue, but there should be a few bullet points that get slipped into every conversation.

How do you want your organization to be described? Think of a 5-10 word description that reporters can use that isn't biased. You might be asked to describe your organization and your mission statement is too long. This gives you the power to mold how your group is presented in the news.

Communications Tools

What tools are you using to spread your messages? Website? Newsletters? E-mails? Mailings. List every outlet for communicating with audiences that you have or want to have.

Media list

Include any and all media contacts as an attachment to your document.

Evaluation

Make sure you have a way of evaluating your efforts. Will you count media clips? How many people were reached? Come up with some ways to evaluate, and make sure some of those evaluation indicators include numbers and stats.

Timeline

Other possible items to include:

- Calendar of events
- List of potential spokespeople and their expertise areas
- Possible feature stories to pitch to the media
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