

Develop a Media Plan

First, you have to determine your long term goals. This will help you determine your messages, as well as what media you will want to target. When determining your goals, keep the following questions in mind:

- What are you trying to do?
- Who is your audience?
- What are the main messages you want to communicate
- If you could write headlines, what would they be?
- What resources- staff, contacts, materials - are needed to communicate with the media.
- What materials/tools do you already have?
- What media contacts and relationships do you already have?
- How much time can you devote to media related activities
- Is there anyone -notable- who can speak about your organization?

Your Timeline

- What activities/events are already planned to take place during the season? Do certain activities traditionally attract more people than others?
- What activities or events best showcase you or your programs strengths and contributions to the community.
- Reporters love numbers and data. When it comes down to it, a reporters job is to present the facts. When thinking about your plan, include a method of collecting any data a reporter may find interesting.

MOST IMPORTANT: *Give the reporter the information you want them to have- don't make them dig- since they can find incorrect information or turn to another source.*