



Media Strategy Questionnaire

We've devised a basic questionnaire to help you build your own media strategy. Work through the eight questions, keeping your answers as simple and clear as you can – no jargon!

- 1) What event/ campaign/ story/ services/ volunteering opportunities are you trying to promote? You can have more than one but try to prioritise.

- 2) In each case, what key message/s are you trying to get across? Limit it to a maximum of three messages and keep them simple.

- 3) In each case, who is your target audience/s?

- 4) What media do you think these audiences use? And what media do they have access to? Be as specific as possible – e.g. magazine titles, radio programmes, websites, street posters in particular areas etc. Think local and national media where appropriate.

- 5) What resources do you wish to devote to carrying out your media strategy? Think about number of work hours you want to commit. What kind of budget do you have to spend and how might you spend it – e.g. on paid advertising, leafleting, targeted telephone marketing?

- 6) In the case of the media/ journalists, how will you get them interested in your story/ stories?

- 7) Can you think of any events coming up which might add to (or clash with) your media campaign? For example, think about other organisations' planned events, the Christmas season, a local newspaper's current campaign etc.

- 8) How will you evaluate the success of your strategy/ publicity? For example, by counting the number of new calls to your centre or the number of articles in local press or by running a focus group etc.

