

USING MEDIA FOR OUTREACH QUESTIONS TO CONSIDER

1. What is our **objective**? What are we trying to accomplish?

2. What is our **rationale**? Why are we doing this?

3. Who is our **target audience**? Who are we trying to reach?

4. What will be our **method**? What is the *best* way to reach our audience?

5. What **media outlets** are available to us?
 - a. Radio
 - b. Television
 - c. Newspapers
 - d. Magazines
 - e. Billboards
 - f. Flyers/Brochures/Posters
 - g. Internet
 - h. Novelties (e.g. license plate holders, key rings, etc.)
 - i. Other

6. What is the **cost**? How much financial commitment is involved?

7. What is the **schedule/time-line**? When will this program be used/implemented?

8. Who will be the congregational **contact**? Who will be responsible?

9. How will we **evaluate**? How will we measure the effectiveness of this strategy?

10. What **revisions** will we need to make to improve this strategy?