## 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?

Copyright 2001 by Dr. Bob Dealey, P.O. Box 911, Maryville, IL 62062. Permission is granted to reproduce this page provided that copies are for local use only and that all copies carry this copyright notice.