NATIONAL DEMOCRATIC INSTITUTE

WORKING WITH THE MEDIA WORKSHEET:
DEVELOPING A MEDIA STRATEGY

1. What is your goal?
   - *What message are you trying to convey?*
   - *Who is your audience?*
   - *What is your desired effect?*

2. How will you achieve your goal?

3. What do you want the media to tell the public about you and your team?

4. What resources are available to you?

5. Do you or people you know have media contacts?