

WORKSHEET 10: CHANNEL SELECTION WORKSHEET

1. Which channels are most likely to reach your target audience? (check all that apply)

- | | | |
|---------------------------------------|---|---|
| <input type="checkbox"/> Television | <input type="checkbox"/> Posters/flyers | <input type="checkbox"/> Community events |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Brochures/fact sheets | <input type="checkbox"/> Workplace events |
| <input type="checkbox"/> Newspapers | <input type="checkbox"/> Newsletters | <input type="checkbox"/> Point-of-purchase materials |
| <input type="checkbox"/> Magazines | <input type="checkbox"/> Comic books/fotonovellas | <input type="checkbox"/> Professional/organizational channels |
| <input type="checkbox"/> Billboards | <input type="checkbox"/> Direct mail | <input type="checkbox"/> Music or dramatic presentations |
| <input type="checkbox"/> Transit ads | <input type="checkbox"/> E-mail | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Social media | <input type="checkbox"/> Interpersonal communications/word of mouth | |
| <input type="checkbox"/> Websites | | |
| <input type="checkbox"/> Mobile phone | | |

2. For each channel you selected, note how you will find information on available outlets:

a. Channel: _____

Source(s) of information: _____

b. Channel: _____

Source(s) of information: _____

c. Channel: _____

Source(s) of information: _____

d. Channel: _____

Source(s) of information: _____

3. For each channel you selected, what formats should you use to deliver your message to the target audience?

a. Channel: _____

Formats: _____

b. Channel: _____

Formats: _____

c. Channel: _____

Formats:

d. Channel: _____

Formats:

4. To what types of messengers would your target audience respond best?
