**Media Basics - Planning Sheet. **

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Activity or Event** |  | | | |
| Date: | Location: | | Budget: | |
| Objective/s |  |  |  |  |
| Comms objective/s |  | | | |
| Key message/s |  | | | |
| Other points | Booking details: | | | |
|  | RSVP deadline: | | | |
|  | Contact details: | | | |
|  | QR code: | | | |
|  | Photographs: | | | |
| **Target Audiences** | **Within Rotary** |  | **Outside Rotary** |  |
|  | **Own Club** | Meetings | Club website |  |
|  | **Other clubs** | Talk at meetings  Ask to include in Bulletins | e-Bulletin |  |
|  |  | Social Media | Local radio |  |
|  |  |  | Local newspapers |  |
|  |  |  | Local social sites |  |
|  | **District** | DGs news | Facebook |  |
|  |  | Facebook | Other socials |  |
|  |  | Ian Stuart HHH Radio | District website |  |
|  |  | Social Media | District Facebook |  |
|  |  | Rotary Showcase | Video |  |
|  |  | Conference showcase | Media Release |  |
|  | **Beyond** | Rotary Down Under | Advertising |  |
|  |  | Rotary South Pacific | Campaign |  |

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