

Media Decision Worksheet

Media	Advantages	Disadvantages	Costs
One on one meetings	Personal and highly effective when conducted properly	Time consuming	Time
Community meetings	A compelling message can be delivered broadly at once	It needs to be well organized and presented, or there is a risk of reputation damage	Cost for space and equipment can be considerable
Newsletter	There is a record of the communication that people can come back to	It is not interactive, and it assumes people have common understandings of terms	Printing a newsletter can be costly. Where possible, publish electronically
Newspaper & periodicals	Wide distribution that is available to many stakeholders	Print is expensive, and it is only one small part of everything else contained in the publication	Considerable
Email	It is cheap and information moves quickly and easily	Information is often misconstrued due to the cryptic and non-interactive nature of the medium	Little or none
Weekly update (print or email)	It provides discipline to reinforce key messages regularly	Needs to be well articulated to avoid any potential misinterpretation	Generally low
Television or radio	You have to know your target audience will be listening when your message is broadcast	It is a one-way medium and does not encourage feedback. Also, it is easy to look or sound foolish if you have no broadcast training	Very expensive
Webcast or podcast	Is personal, and can be received in real time or at the audience's convenience	The technology to do this well is still a bit of a mystery to many people	Low to moderate
Internet or Intranet	There is a record for people to refer to at their convenience, it can be designed for two-way communication	Good web communication is different from other media, and is generally not well done in corporate settings	Low

Social Media	Particular effective in “viral” marketing campaigns	Bad news travels as well as good news by social media. Be prepared	Low
Coaching	Personal and highly effective when done properly	Time consuming	Time
Training	If the training is targeted properly it can highly effective	Unfocused training can be expensive and worthless	Moderate
Management by walking around	Personal and highly effective when done properly	Public conversations must always be more guarded than private ones	Time
Breakfast club (informal meetings)	A way to reach out to groups of stakeholders in an informal setting	Feedback may not be as genuine in a group setting	Moderate
Team or group Meetings	Can be an effective way to engage a number of stakeholders at once	Poorly run meetings can be damaging, and group dynamics may affect feedback	Time
Feedback Media (forums, suggestion box etc.)	Can be useful for gathering feedback anonymously	Doesn’t allow people to clarify or articulate their feedback	Low
Lunch and learn	A way to reach out to groups of stakeholders in an informal setting	Feedback may not be as genuine in a group setting	Low
Recognition	The most powerful way to reinforce a message is to recognize people who act appropriately	When recognition is poorly executed it can be very damaging	Low to moderate
Grapevine	When properly engineered the grapevine can be very effective	The is very little control over the grapevine as a medium.	Low
Blogs	For the right audience can be personal and effective. Also there is record of the content	Maintaining a blog is labor intensive	Low