



Communications Profile Worksheet

1. Please give a brief overview of your organization's **MISSION**:

A. **Issue(s)** or **need(s)** your organization addresses: _____

B. **Ultimate goal(s)** that will resolve the issue(s): _____

C. **Most urgent intermediate goal** to advance ultimate goal(s): _____

D. **Method(s)** to achieve intermediate goal(s): _____

2. **Who is most directly affected** by the issue(s) listed in your response to Question 1A?

What help do they need to cope with / resolve those issue(s)? _____

Is anyone else affected by those issue(s)? _____

3. **Who needs to act** to achieve your intermediate goal (answer 1C)? What must they do?

Primary actor: _____ Action: _____

2nd primary / secondary: _____ Action: _____

4. What are three "**targetable**" characteristics of the actor(s) in Question 3 above?

A. _____

B. _____

C. _____

5. Based on Question 4, list 3 **communications “platforms”** most likely to reach actor(s):

A. _____ Why? _____

B. _____ Why? _____

C. _____ Why? _____

6. What **key message** will encourage the primary actors to take action to achieve your goal?

7. Based on Question 6, what’s your **“call to action”** for the primary actor? _____

8. Specific **“language”** (i.e., keywords / slang / imagery / etc) to use or avoid: _____

9. **Information** / **“tools”** your organization offers to help audience take action in Answer 5:

10. **Platform characteristics** in Question 5 that you must adapt message in Question 6 to:

Using the answers to Questions 1–10, fill in the key elements of a **press release** to pitch your *best story idea* to get your audience(s) to take action(s) to help achieve your intermediate goal:

Story idea: _____

Headline: _____

Lead sentence: _____

Quote: _____

Resources (graphics / data / interviewees / etc): _____

Media target(s): _____