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): _________________________________________________

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