



**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: \_\_\_\_\_

2<sup>nd</sup> 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):** \_\_\_\_\_