

Media Communication Plan

(Complete Prior to School Crisis Press Conference)

- 1) In one brief paragraph state the key point or objective of the press conference.

- 2) List the three facts or statistics you would like the public to remember after hearing the story.
 - a)
 - b)
 - c)

- 3) Identify who the main audience or population segments whom you would like this message to reach.

Primary Audience:

Secondary Audience:

- 4) What is the one message the audience needs to take away from this report/interview?

- 5) Who in your school district will serve as the sole point of contact for the media?

Name:

Phone #:

Dates & Time Available:

(Media Communication Plan contributed by Robert Howard, Center for Disease Control)