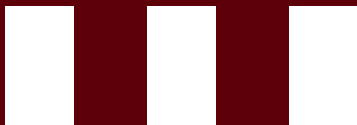


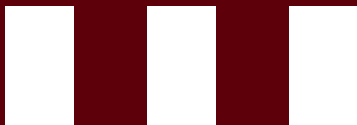
Media Plan

- Audience (*required*)
 - Who the client is trying to reach (target audience) with the media plan
 - Demographic characteristics of the intended audience
 - Age, gender, marital status, occupation, education, income level, geographic area, race, ethnicity, interests
 - May have a primary and a secondary audience
 - I highly encourage both



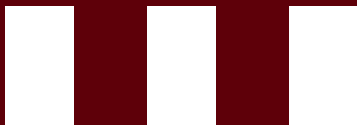
Media Plan

- Strategic Plan (*required*)
 - Key messages or themes
 - Explanation of how the objectives will be met
 - Plan to attract media attention using social media
 - Description of how the plan will be executed
 - Selection and justification of media chosen
 - Print
 - Broadcast
 - Online



Media Plan

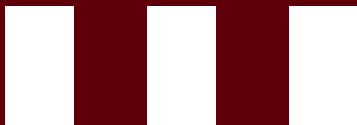
- Evaluation (*required*)
 - Description of proposed methods to determine if the media plan objectives were met
 - What are the key performances? (How will you measure that you are successful?)
 - Examples may include number of participants, impressions, likes, shares, retweets, circulation of publications and number of video views.



Media Plan

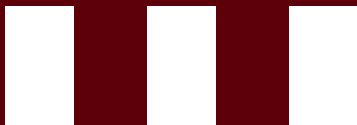
- References

- Formatted and edited according to the *Publication Manual of the American Psychological Association (APA)*. (required)
- [Purdue OWL](#)
- Microsoft Word (Beware!)
- Online generators – DO NOT USE!



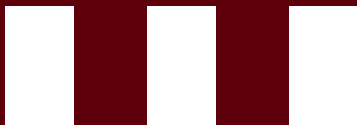
Media Plan Tips from Judges

- Select a topic/project that is realistic
- Make sure the document flows well with each section supported
 - Consistency is key!
- Proposal needs to be detail-oriented and cohesive
- Develop examples of materials for appendix



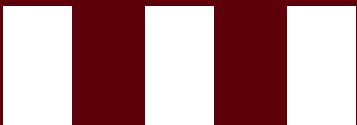
Media Plan Tips from Judges

- Pay attention to the requirements
 - Formatting details, page limit
- Be consistent with the design of the document.
 - Logos, color schemes, taglines, etc.
- Write 2-3 specific, measurable outcomes.
 - Have a tangible result from the evaluation process.
- Why the mediums were chosen
 - and how they will reach the target audience



Media Plan Presentation

- Media plan presentations will begin immediately following the communications quiz and editing exercise.
- Participants will draw for order
- 2-3 judges



Advice – Presentation

- Use the entire time allowed
- Be well-spoken and confident
 - Be excited about the information and creative elements you are sharing
 - Don't be so over rehearsed that it doesn't feel natural
- Focus on the most important elements of the media plan
 - objectives, mediums chosen, tactics, and evaluation
- Know why you suggested certain elements of the plan
 - Be able to answer questions
- Have enough visual aids to keep the audience engaged
 - Share the creative work that was done

