

# Media Campaigns

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*This checklist is designed to highlight the main issues to be taken into account when planning a media campaign. In order to analyse the situation and the conditions before launching a media campaign, you and your team should discuss the following questions:*

- What is the most important type of media in your country?  
Radio? TV? Newspapers? Another means?
- Which audience does a specific newspaper, radio/TV station, etc. reach?
  - What is this target audience really interested in?
  - Is this target audience synonymous with your target audience?
- Who publishes the newspaper in question or owns the radio/TV station, etc.?
  - What is his/her relationship to the government and other institutions?
  - Who is s/he influenced by?
- What topics does s/he normally write/talk about?