



WORKSHEET #10: REVIEWING AVAILABLE COMMUNICATION CHANNELS

Purpose: To review communication channel information for your intended audience.

Preparation:

Gather all the secondary information about communication channels used by your intended audience:

- Primary and secondary research about your intended audience (i.e., **Worksheet #1** from **Essential Element 1**).
- Audience profile (i.e., **Worksheet #6** from **Essential Element 4**).
- Communication channels used. If you have not completed **Essential Element 1 and Essential Element 4**, make sure you have reliable information about the communication channels used by your intended audience. This information should be reliable and come from reports, statistics, studies and research.
- Any media consumption studies.

Directions:

1. Complete this Worksheet using your data about your intended audience.
2. Use the information you have to answer the questions in this Worksheet.
3. Write down the sources of the information you use to answer the questions (i.e., study name, date of study, page number or table number).
4. Refer to the **Worksheet #10: Zanbe Example** to help you complete this blank Worksheet with the information relating to your program.
5. After completing this Worksheet, you will use this information to work through **Worksheet #11: Selecting Communication Channels**.

Intended Audience:

1. What channels does your intended audience use on a regular basis?

(Information Source: _____)

2. Who does your intended audience listen to about the desired behavior? Who is a credible source of information? Who is most motivating?

(Information Source: _____)

WORKSHEET #10: REVIEWING AVAILABLE COMMUNICATION CHANNELS (CONTINUED)

TIME TO REFLECT

Before you move on, take a moment to reflect on your experience with this Worksheet. What are the three key pieces of information you learned from filling out this Worksheet?

1.

2.

3.