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Media Literacy

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SUCCESSFUL CAMPAIGNS

Identify Your Desired Outcome

Specifically state what you are trying to achieve.

Be sure to consider what is practical and possible, but don't place false limits on your objectives.

Select an outcome that is easy to describe and measure.

Campaign Levels

Awareness—People have heard of what your campaign.

Understanding—People know what your campaign means.

Belief—People think your objective is desirable.

Action—People do what you ask them to do

Selling Points

Think up every possible reason you can why people ought support your desired outcome.

Brainstorm. Piggy back off each other's ideas to create better selling points.

Select your most appealing selling points and refine them even more.

Positioning Statement

In 7 words or less, state the reason people should take the action your campaign advocates.

Once you've developed you successful campaign strategy, you'll need to implement it either through the mass media, free media, or public relations event. Spin Project (www.spinproject.org) is a great web site for tips on using free media to achieve your objectives.

Prevention



Critical Thinking



Self Esteem

