

MEDIA STRATEGY

When you make a decision to use the media to promote your exhibition, your event or the activities of your community arts group, you must know why you want to use the media. If you take the time to answer this question and clarify your objectives, you will be able to approach the task of working with the media in a much more targeted and satisfying way, achieving your goals along the way.

According to the Oxford Dictionary, a strategy is “a long-range policy designed for a particular purpose”. A media strategy is designed to meet a communications goal by understanding the environment in which you are working, the target audiences you are want to reach, and the media you are wanting to use and by defining clear messages and tactics to reach those target audiences.

If you can fill in the information outlined in the diagram below and document your answers, you have the start of an effective media strategy that should work well for both individuals and groups.

The process

