# CHOOSING MEDIA

## Checklist

<table>
<thead>
<tr>
<th>Proportional material to be sent out:</th>
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</thead>
<tbody>
<tr>
<td>□ post</td>
<td>□ fax</td>
<td>□ email</td>
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If a mailing list is to be used, will it be:

- □ an in-house mailing list  
  Note: the list needs to be up-to-date.
- □ a commercial database listing.

What will be included in the mail-out?

- □ covering letter  
- □ brochure  
- □ contact information  
- □ response card  
- □ registration form  
- □ topic and session program  
- □ other material

Media to be managed by a public relations officer or consultant

**Print media**

- □ newspapers  
- □ magazines/journals

**Electronic media**

- □ radio (commercial)  
- □ radio (community)  
- □ television  
- □ the Web

**Display media**

- □ billboards  
- □ posters  
- □ signs (on sight)