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| **1. Media Engagement Goals** | | |
| Define a Media Engagement Goal. | Identify the Key Performance Indicators (KPIs) you will use to evaluate your MEG. | Identify the main resources required to carry out this proposal (financial, human/ skill-based resources, tech). |
| **2. Media Landscape Analysis** | | |
| Identify any laws, practices and social norms relevant to your work (censorship, journalistic regulation, online harassment policies, etc.). | Identify the media actors you can potentially work with. (Up to 10)  Select one media organisation to work with based on your MEG. | Do you need to outsource work to analyse your data?  Potential collaborators |
| **3. Media Engagement Strategy** | | |
| 1. **Dissemination & reach**  * Purpose of the outreach: * Target audience: * Message: * Timeline: | **B) Co-creation of content**   * Core message: * Target audience: * Type of media: * Channels/platforms: | **C) Partnering up**   * What will you do together? * What is the timeline of the project? * What are the expected outcomes? |