

WORKSHEET

Media Record

	Media Outlet/ Message	Reach	Cost
<i>Newspaper</i>			
Article/Feature Story			
Paid Ads			
News Releases			
Letter to the Editor			
Other			
<i>Radio</i>			
News story			
PSA			
News Series			
Paid Ads			
Public Affairs Show			
Other			
<i>Television</i>			
News story			
PSA			
News Series			
Paid Ads			
Public Affairs Show			
Other			
<i>Newsletter/Magazine</i>			
Article/News Story			
News Release			
Paid Ads			
Other			