

# Key Messages Planning

Write a brief description of your project:

Draft up to three simple project goals like, “I want to make a short film,” or “I want more people to know about my photography,” or “I want to make a poster that celebrates diversity.”

1.

2.

3.

Identify up to three audiences that will be excited about your project. Who will help you achieve your goals? Why?

1.

2.

3.

What key messages will resonate with your audience? If you have more than one audience, you might end up with a different key message for each audience.

Key message for audience 1:

Key message audience 2:

Key message for audience 3:

# Audience Research Chart

Once you know what audiences you want to reach, spend some time learning more about them. Find out what publications they read, what they're interested in, and where they share those interests. Use this table to track your research.

Audience	Where they are	What they like

# Sample: Key Messages Planning Document

**Example Project:** [“By the Olive Trees”: Stories of Syrian Refugees](#)

by Michael Friberg and Benjamin Rasmussen

**Example description of project:** A beautifully printed, color newsprint publication that will feature the stories of over a dozen Syrian refugees, told in their own words.

## Example goals

1. Reach as many people as possible
2. Humanize the Syrian refugee crisis
3. Create an inexpensive publication that can easily be distributed

## Example audiences

1. People interested in international affairs
2. Other photographers
3. The Syrian Diaspora

## Example Key Messages

Example Audience: Photographers

Example Key Message: Established editorial photographers stepped outside their comfort zone and traveled to Jordan to create a series of large and medium format photographs of people affected by the Syrian civil war.

## Sample: Audience Research Chart

Audience	Where they are	What they like
People interested in international affairs	Bloomberg.com, Newsweek, Slate.com, The New Republic	Journalism, human stories, photos, timely stories, news
Photographers	Photo-forums, PDonline.com, TIME LightBox, FeatureShoot.com, Pinterest	Photos, stories about equipment, behind the scenes stories, profiles of photographers
The Syrian Diaspora	Facebook groups, Twitter hashtags, online forums	Stories and images representing them, and told in their own words
Socially engaged mainstream audience	Humans of New York, Good Magazine, Upworthy, Pinterest, Facebook, Instagram	Images and stories from project