Name: **Date:**

Media Planning Worksheet

PURPOSE

What is the purpose of your story?	Persuade Inform Entertain
What is your story category? Circle all that apply (see "Media Making: Choosing Content").	Breaking News Counterintuitive Surprising Trends Explanatory
What is the message of your piece? Explain your story and its message in one sentence.	
Why does your community care about your story?	

AUDIENCE

Who is your target audience?	
How do you need to shape your media piece to connect with this audience (use a certain level of vocabulary, etc.)?	

STRUCTURE

What facts or points do you want to include in your story?	
How will you structure your introduction so that it “hooks” your audience?	
How will you structure your conclusion to be sure your audience has understood your message?	
What visuals will you include (images, diagrams, etc.)? Use the Media Log to record this information.	
What characters and/or experts would you like to include in your project?	
What research do you need to do?	

TASKS

If you’re collaborating with others, how will you divide the work? List the responsibilities of each team member below.

ABOUT THE TOOLKIT

This resource is a component of the Media-Making Toolkit for Science Education, developed by KQED Education Network. The Toolkit includes instructions, worksheets and rubrics to assist educators in implementing media-making projects with students.

For a complete listing of the resources in KQED's Media-Making Toolkit, please visit www.kqed.org/quest/education

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