Salzburg Academy & UNDP — Media Action Plan (MAP) Outline

Country/Region
Challenge/Problem
  • Media’s Role in Challenge/Problem
  • Rationale for Action ("Why Care?” & “So What?”)

Target Audience
Time Frame

Solution
  • Big Idea?
  • Media’s Role in Solution
  • Prototyping & Iterating

Pitch of solution – Narrative, Visualizations & Video

BRAINSTORMING & ITERATING through a PROCESS

Planning

1. Finding the Right Question & Choosing a Location
2. Finding the Right Solution
3. Selecting a Partner

Implementation

4. Determining Project Costs
5. Leveraging What’s Worked Elsewhere
6. Following Timelines
7. Securing National & Local Ownership

Maintenance

8. Ensuring Sustainability
9. Monitoring & Evaluating

Proving It

10. Transparency
What is important to your audience?
What are their hopes, dreams, fears?

Hearing
What influences your audience?

Thinking & Feeling
Averge audience member

Seeing
What does your audience’s environment look like?

Pains
What obstacles or challenges does your audience have?

Gains
What does your audience need to achieve? How should success be measured?
Change in prices relative to a 23% increase in prices for all items, 2005-2014

College tuition and fees
Child care/nursery school
Health care
Vehicle maintenance/repair
Food and beverages
Housing
Personal care
Clothing
New and used vehicles
Cellphone service
Toys
Phones and accessories
Reflect prices unsubsidized by service providers
Personal computers and equipment
Televisions