

Resource 7.2 Group Exercise – choosing the most effective means of communicating your message

1. Cut out the individual audience cards and the channels for communication / media cards
2. Consider which of the audiences and which of the channels for communication you might use within your team for a particular project

Audiences

Project participants	Funders
Other colleagues	Senior Management
Young people	Media
Community groups	Teachers
Trustees / governors	Families / Parents
Local Authority / Government body	MPs

Channels for communication / media

Newsletter item	DVD
Podcast	Journal or magazine article
Radio programme / item	Photographic journal / Book
Poster	Formal report / Executive summary
Postcards	Presentations
Press pack or press release	Emails