

## **PRINT MEDIA CHECKLIST**

- ✓ The message is CLEAR, CLEAN & CONCISE.
- ✓ The LAYOUT AND MESSAGE grabs the reader's attention.
- ✓ There is a CALL TO ACTION.
- ✓ The ad is BIG enough to accommodate the amount of TEXT and/or GRAPHICS, allowing adequate WHITE/OPEN SPACE.
- ✓ The WDH LOGO is included.
- ✓ The appropriate WDH FUNDING TAGLINE is included.
- ✓ The data SOURCE is included at the bottom of the ad OR it can be easily referenced should someone ask.
- ✓ If promoting the WY QUIT TOBACCO PROGRAM, the WQTP logo is in a size that the web address and phone are easily read OR the info itself (not actual logo) is in a large font within the layout.
- ✓ If local contact info is included, it must be at least half the size of the WQTP phone number.
- ✓ The layout was sent to the MEDIA ADVISORY TEAM at least 3 days before my local media needs it (or sent to Deanna if it is a completed template layout.)
- ✓ A FINAL AD with any recommended changes was sent to the MAT and approved before it was published.

## **RADIO MEDIA CHECKLIST**

- ✓ The message is CLEAR, CLEAN & CONCISE.
- ✓ The MESSAGE and SOUND EFFECTS grab the listener's attention.
- ✓ There is a CALL TO ACTION.
- ✓ The TIME allowed is long enough to accommodate the amount of words, with adequate PAUSES and tagline.
- ✓ "Paid by the Wyoming Department of Health" TAGLINE is included at the end.
- ✓ If promoting the WY QUIT TOBACCO PROGRAM, the web address and phone number are repeated.
- ✓ The appropriate spokesperson has been lined up to record the ad.
- ✓ The script was sent to the MEDIA ADVISORY TEAM at least 3 days before the local station needs it (or sent to Deanna if it is a revised template.)
- ✓ A FINAL script with any recommended changes was sent to the MAT. If a recording of the message is available, I shared it with the MAT.