



Application for Services

Contact person:

Phone numbers:

Email:

Web site:

Address:

Fax:

Who completed the survey below?

Goals and Existing Capacity

1. Tell us about the objectives of your organization or coalition. In the *big picture scheme of things*, what do you aim to achieve? Feel free to be brief.

2. Describe the communications capacity within your organization: Do you have one or more staff who are able to devote time to communications work? If so, approximately how many staff hours during an average week are devoted to communications-related activities?

3. Are the priorities of your organization weighted toward “internal” or “external” communications work?
 internal
 external

4. What are the top five communications goals of your organization? (List in order of priority.)

5. Do you have communications goals related to fundraising that you did not list above? If so, please describe.

6. Describe the key audiences you need to reach to achieve all of your goals.

7. Are there upcoming milestones, research, policy windows, events, etc. that may provide a “hook” for you to tell your audiences about your work, or for you to write or “pitch” a story in mainstream, independent, ethnic media, academic, or online media? Describe a possibility or two.

8. If you could tell any story about the issues at the heart of your work, what story would you tell?

9. Do you currently have a:
 strategic plan
 annual plan
 communications plan
 media database

10. Please identify key communications *strengths* of your organization. Boast!

11. What are your communications *challenges*?

12. Who are the key spokespeople for your organization?

13. What are the “key messages” that are most important for your target audiences to hear?

Media Relations

14. How many reporters direct inquiries to you during a given month?

15. Which of the following do you use to communicate with target audiences? (See skill level rating instructions below).

- Web site (Skill level: ____)
- Press releases (Skill level: ____)
- Op Eds (Skill level: ____)
- Reports/studies (Skill level: ____)
- Letters to the Editor (Skill level: ____)
- Press conferences/Media Events (Skill level: ____)
- Press Kits (Skill level: ____)
- Public Service Announcements (Skill level: ____)
- e-newsletter or e-blasts (Skill level: ____)
- Other _____

** Note on skill level:* On a scale of skill levels from 1 to 5, with 1 being an extremely amateur level of proficiency and 5 being utter perfectionism, rate the skill level within your organization in the line to the right next to of each of the tactics above.

16. Do you pro-actively “pitch” news or feature stories to reporters? When was the last time you did so? Whom did you pitch? What was the story?

17. Does your organization subscribe to a newswire such as PRNewswire, BusinessWire or the public interest newswire Ascribe.org?

- Yes Which? ____
- No

How can SPIN’s services be useful to your organization?

18. Below are options for different types of communications tools and training that the SPIN Project provides. Check those that you think would be most helpful in terms of your organization’s goals.

Communications Audits. SPIN would examine communications infrastructure, messaging content and organizational capacity to help determine your group’s readiness for broader communications strategies.

Communications Strategy Development / Communications Planning
SPIN would lead a strategy session that follows from your goals. We may focus on “internal” communications in relation to policy advocacy, grassroots organizing, alliance building, branding, fundraising, or any other goal you define, or by reviewing your web content, brochure(s), or other materials. Or we might focus on “external” media, through review of media coverage to date, assessment of strengths and weaknesses, and instruction on how to handle media relations. Ultimately, we assist in the creation of a comprehensive communications plan.

Communications Coaching
SPIN would provide regular coaching and strategizing on communications issues, opportunities and questions as they arise – in the form of email editing of press releases, op-eds, and communication with funders; through practicing pitch role plays via phone, and scheduled check-ins on communications plans.

Communications Training
SPIN would provide trainings to your staff on topics such as how to maximize communication while working in coalition; communications planning for organizations or to reach coalition or movement goals; writing press releases and op-eds; and framing, message development, and media relations.

19. Do you do media relations in your region in collaboration with other organizations? If so, who do you collaborate with, and what do you do together?

20. How would receiving coaching or training from the SPIN Project benefit your work?

21. How will you *operationalize* strategic communications as a stronger priority within your organization? What changes will be made to increase your organization's capacity to follow through on the planning you do?

22. Are you interested in new collaborations with scholars who do research about media?

23. What types of communications strategies do you think would be most beneficial to the media justice or media reform movement *as a whole*?

24. What types of communications services would be most beneficial to the media justice or media reform movement as a whole?

Any additional thoughts or comments?

Thank you! Please return to laura@spinproject.org