

Marketing Worksheet

The purpose of this worksheet is to identify actions that will be implemented prior to an emergency or disaster situation that will prepare the community for potential emergency response if necessary. The focus of these marketing efforts is to insure the public understands the key assumptions of the emergency operations plan and what they need to do to facilitate the implementation of the emergency operations plan.

What are the key ways in which information is exchanged in this community?

Methods of communication within the community	No	Yes	IF YES Who will prepare materials for this outlet?	Due date
Formal media outlets				
A local newspaper				
A local newsletter				
A local website				
A local cable channel				
A local advertising circular				
A local radio station				
Other community information outlets				
Information to be distributed through local church bulletins				
Information to be distributed through local schools				
Information to be distributed through local social service agencies				
Information to be distributed through local health organizations				
Information to be distributed through local civic organizations				
Information to be distributed through local youth organizations				
Other:				
Other:				
Other:				