

Channel Strategy Chart: Sample

Audience: Parents and caregivers of children under 5 years old [breastfeeding and proper weaning/nutrition for children under 5]

Time frame: 12 months

Selected Channel	Preference	Cost	Reach	Timing + Frequency Planned
Community Media	Community drama, local music	\$150 per performance	150 people per performance	Two dramas per month, every other month = 12 dramas
Radio	Community FM- around the 8 a.m. and the 7:30 p.m. news hour	\$10 per minute for broadcast + production cost for the material	1500 people in the listening area	Three spots, three broadcasts daily at 7:30 p.m. before the news hour. Daily for first six months, every other day for next six months
Television	Not widely available in the community	\$300 per minute for broadcast + production cost	National reach, but not high in this rural community	Not planned due to low viewership
Print	Church newsletter	\$0.60 per copy for minimum print run of 1000	75 percent of community are churchgoers	Print messages in the church newsletter every month
Outdoor Media	Wall paintings (message on the side of the clinic walls)	\$500 per wall painting	All parents and caregivers who go to clinic will see it	Three wall paintings outside each of the six clinics
Mobile Technology	Alerts or messages on mobile phones	\$0.50 per alert	50 percent of priority audience has access to mobile phones	Weekly text messages April to September
Social Media	This audience does not use much social media	Free	Two percent of priority audience uses social media regularly	Not planned due to low usership