

EXAMPLE: Channel and Material Selection

This is an example of a channel selection tool for a workplace audience segment. An appropriate channel and material mix for activities is selected by considering when (timing) and where (location) the audience can be effectively reached. The worksheet on page 38 can be used to create a similar tool.

Time of Day	Location	Channel	Final Decisions
Audience: Urban and rural sex workers in Jamaica			
Early morning	Commuting to work by bus	Billboards; peer educators at traffic cross points; tapes or CDs played in mini taxis	
Mid-morning	Office tea break	Workplace activities for those that have other jobs	
Mid-day	Lunch across the street	Posters; flyers at cafés; peer educators	
Early afternoon	In office	Email, blogs	
Late afternoon	Tea break	Distribution of materials through people who serve coffee and tea in the workplace.	
Early evening	Commuting home	Billboards; peer educators at traffic cross points; mini taxi tapes	
Dinner	At home	Radio, television, newspapers	
Special events	Church	Job aids for religious leaders	
Seasonal events	Holidays; back to village	Billboards; peer educators at traffic cross points; mini taxi tapes; print	

Adapted from O'Sullivan, Yonkler, Morgan, and Merritt (2003)