



## **INTRODUCTION TO A DOCUMENTATION PLAN**

Organizing a campaign action, public event, or press conference in your community is an incredibly important political commitment. It's an opportunity to make tangible the experiences of your membership to a larger circle in your community and a decisive time for your organization to take a self-determined position about how YOU want to frame the issues and policies most urgent to the survival of your community. A good first step to take in doing this work is to establish your documentation goals. Establishing basic goals for your media/publicity campaign will help in the logistical planning of how you execute it. The following is a worksheet that will help you develop your event/action/press event documentation plan. It is also available for download at [www.cultureisaweapon.org/curriculum](http://www.cultureisaweapon.org/curriculum).

**1. What are top three organizing goals for your campaign/cultural event/rally/march/press event.**

**2. Who is your target audience for your organizing goals? Is it community members, policy makers, local media, etc.?**

**3. What media do they frequent the most? Newspaper, magazine, video, radio, etc.**

**4. In those media what are the existing frames that define your issue. Who is named as the problem and who is offering the solution?**

**5. With the following above questions in mind what do you think is the best documentation strategy in what medium?**

**6. What counter-messages and frames will you use to promote your position. Does this connect with your larger media strategy?**

**5. What resources do you have in helping with the production, training, or distribution of documentation? Define your resource list in terms of volunteers, equipment, and funding,**

**6. What is your organizing timeline. When would you like your documentation completed in line with this larger timeline.**