BCTC Public Information & Marketing Strategic Message Planner

Brochure	_ Flyer	Print Ad	_ Banner	_ Postcards	Other
Assignment E	xplanation	(Provide a one-sent	ence overview of	the assignment.)	
Background I	nformation	to be included	l (Provide a gene	eral overview of the pro	oduct/program and the services it
Targeted Med	lia Markets	:/Audiences (Ge	eography/intendeo	I audience?)	
Publications (What publicatio			t are their print size req	uirements?)
Advertising O	Objectives (Sees, etc.)	State the creative obj	ectives of the con	nmunication including	the look and feel of the copy,
Timetable (D)	an data an datas	oda will mm)			
Approval Pro	cess (List all	individuals responsi	ble for the approv	ral of the communication	on.)