

Draw up a targeting matrix

| Audience | Journal Article | Policy Brief | Video | Media article | Face- to-face | Training module | Social media | Etc. |
|------------------------|--------------------|-----------------|---|------------------|------------------|--------------------|-----------------|------|
| The Minister | | | | | | | | |
| Minister's advisors | | | V | | - II - 6 N | | | |
| Donor agency | | | You can't do all of these well. | | | | | |
| Field staff | | | Which ones do you want to concentrate on? | | | | | |
| Academi c peers | | | | | | | | |
| etc. | | | | | | | | |