

# WHAT PRODUCT MATCHES YOUR RESOURCES AND DISSEMINATION GOAL?

## DISSEMINATION GOAL

awareness

understanding

action

high

**videos, psas**

**posters, visual media**

**community events**

**full report**

**executive summary**

**snapshot**

**tri-fold**

**opinion piece**

**press release**

medium

low

RESOURCES REQUIRED

## bitesize

snapshots  
tri-folds

## reports

executive  
summary  
full report

## campaign materials

video  
  
PSA  
poster / print  
media

## print media

press release  
opinion piece

## community events

office open  
house  
cafe display  
First Friday  
gallery  
public training  
rally  
tabling

