



COMMUNICATIONS AUDIT: CURRENT PIECE ANALYSIS

(Abbreviated worksheet)

For each item in your current communications program (internal and external), answer the following questions (in writing):

- ▶ Who is the intended audience?
- ▶ What is the intended outcome of the communication (in terms of behavior change)?
- ▶ How are the graphics? Are they appropriate for the piece? Are they strong and clear? Are they compelling? Are they internally consistent with other pieces of your communications program (do they help establish and consolidate a brand identity for you)?
- ▶ Is the message framing appropriate for the intended audience? Is it consistent with message framing in your other pieces?
- ▶ How is the writing? Is it clear, focused, economical, grammatical, persuasive?
- ▶ How effective has this piece been? Has it produced the intended outcome? How do you know?
- ▶ How much has it cost you to produce this? Have the results been worth the cost?