



Audience	Methods														
	Full Report of Findings	Abstracts, Briefings, Exec. Summaries	Annual or Periodic Reports	Fact Sheet	Talking Points	Elevator Speech	Brochures Posters Infographics	Exhibits and Road Shows	Press Conferences	Press Releases	Public Forum / Town Hall	Verbal Presentations	Campaigns	Journal Articles	Popular or Trade Article
High Level Administrator		X			X	X					X	X			
Department Director/Dean	X	X	X		X	X						X			
Program Staff	X	X				X						X			
Current Funder	X	X	X			X						X			
New or Potential Funder		X		X		X	X					X			X
Board Members		X	X	X	X	X					X	X			X
Community Groups			X	X		X	X	X			X		X		X
General Public			X	X		X	X	X		X	X		X		X
Organizations				X	X	X		X					X		
Media				X		X			X	X	X		X		
Professional Peers						X	X					X	X	X	X
Students						X	X				X		X		
Alumni						X	X				X	X			

Abstract: Summary text that cover the main points of a piece of writing. Unlike executive summaries written for non-specialist audiences, abstracts use the same level of technical language and expertise found in the article itself. And unlike general summaries which can be adapted in many ways to meet various readers' and writers' needs, abstracts are typically 150 to 250 words and follow set patterns.

Briefing: A short document used to inform or advise a person in an organization, usually a decision-maker. A briefing note typically addresses the purpose, brief summary of the facts, conclusions and recommendations. Briefings may request or advise action.

Executive Summary: A summary document, based off of a comprehensive report, that is usually no longer than 10% of the original document. It can be anywhere from 1-10 pages long, depending on the report's length. Executive summaries are written literally for an executive who most likely DOES NOT have the time to read the original. It usually summarizes the purpose, methods, main findings, and recommendations. Sometimes executive summaries immediately precede the text of full-length reports, in which case they are limited to 1-2 pages.

Annual or Periodic Report: Comprehensive written report that describes program or business activities along with performance indicators, outcomes or other measurements of accountability. Periodic reports can be annual, semi-annual, quarterly, or monthly and often follow specified formats required by funding or administrative entities.

Fact Sheet: One page presentation of findings, usually in bullet-point format and lay language, suitable for the public. Highlight issues of highest importance. Often included in press kits, in which case the fact sheet also contains basic organizational and contact information as well as key points.

Full Report of Findings: Comprehensive report of research, assessment, or evaluation activities including purpose, background, methods, findings, conclusions and implications. Usually follow the style of scholarly publications, but may incorporate various stylistic elements and less technical language than scholarly articles, depending on audience.

Talking Points: An internal document that helps a speaker stay on track in an interview, meeting, or presentation. Talking points are one-line statements in bullet-point format. Talking points should begin with the most critical information first, and should include responses to anticipated questions/opposition. Talking points are useful as seed material for other products, such as letters, speeches, press releases.

Elevator Speech: A pitch or overview of a product, service, person, group, organization, or project delivered in the time it takes to complete an elevator ride – approximately 30 seconds to two minutes.

Brochure: A small booklet or pamphlet containing promotional material, product or service information. Brochures typically have one of two purposes: 1) to attract attention for outreach/recruitment/advertising or 2) to provide information. Advertising brochures have big headlines, strong visuals, distinct calls to action, and play on the emotions. Informational brochures incorporate many of the same elements as advertising brochures, while also providing details of services or products and answers to anticipated audience questions.

Poster: A visual communications tool for presenting programmatic or research information. Effective posters are focused on a single message, use graphs and images to tell the story with minimal text, and present information in a logical sequence. Posters are often organized onto poster boards or can be laid out and professionally printed in large format. When displayed, a poster should serve as a summary of your work, a conversation starter, and an advertisement to garner interest in your work.

Exhibit and/or Road Show: A relatively large, usually three-dimensional, communications product that can range from table-top size to a small building. Exhibits are multi-media products that present the broad messages of an organization to be viewed by people in a personal and/or interactive setting.

Press Conference: A formal event to which members of the press are invited to hear the delivery of a prepared text, followed by a question and answer session. Press conferences often accompany the release of major findings, accomplishments, events, or calls-to-action for the public. Other activities at press conferences include testimonials or the presentation of awards.

Press Release: A public relations announcement issued to the news and other targeted media for the purpose of letting the public know of important developments. Press releases are useful in circumstances where the goal is to raise public awareness of an issue or to engage public action. Press releases follow an inverted story structure telling the headline first, followed by a lead paragraph containing one or two key sentences in which the end of a news event or story is announced first. The succeeding paragraphs make up the body of the press release and provide supporting information, followed by underlying background information.

Press Kit: A packet or folder containing a cover letter, press release, business cards, and photos. Press kits can also include any other information that will convince reporters that your message is newsworthy: reprints of other media coverage, background information on the program/unit/or division and its principals. If you send out a press kit, make sure it's approved for release, sharp and professional-looking, and that all graphic elements are in compliance with official logo and image requirements.

Public Forum/ Town Hall: The town hall or public forum is a method of organizing people with shared interests to make changes in their community. Often, a panel of speakers provide expert opinions or testimony to frame the public dialog. Data or research may be presented as evidence or posed for discussion/interpretation. Ensuing public dialog may include question and answer sessions or facilitated discussion of related issues to be addressed and action steps to achieve the desired goal. Because of their interactive nature, public forums and town halls may be used effectively for information dissemination and for information gathering purposes.

Verbal Presentation: An oral presentation, usually accompanied by visual aides such as PowerPoint or handouts, that presents information in summary form with a logical flow from introduction, background, key points or findings, interpretation, and conclusions.

Campaign: A systematic course of aggressive activities for some specific purpose, usually to incite action on a particular issue. Effective campaigns employ comprehensive approaches with multiple delivery formats, such as advertisements, press releases/conferences, peer-to-peer contacts, exhibits, and articles.

Scholarly Article: Original written document by a scholar or researcher in the field that presents original information, results, or conclusions in accordance with the professional expectations of a discipline. Scholarly publications (usually in peer-reviewed journals) are submitted to several other scholars, experts, or academics (peers) in the field for review and comment. These reviewers must agree that the article represents properly conducted original research or writing before it can be published.

Popular or Trade Article: Original written document by a scholar, field expert, administrator, or practitioner that presents original information, results, or conclusions of interest to the public (popular) or to members of a shared profession (trade) for the purpose of raising awareness, entertaining, or engage the audience in action. Popular or trade articles are subjected to editorial review rather than the peer-review of scholarly articles.