

LEO HEALTH COMMUNICATION/PUBLIC INFORMATION MEDIA (HC/PI-MEDIA) FORM

MEDIA INTERVENTIONS

LHJ/Agency #: Agency Name: _____

Campaign Name/Message: _____

Start Date: (mm/dd/yy) End Date: (mm/dd/yy)

Target (mark all that apply "x"):

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> (1) Men | <input type="checkbox"/> (1) Black/African American | <input type="checkbox"/> (1) Hispanic/Latino(a) | <input type="checkbox"/> (1) Substance User |
| <input type="checkbox"/> (1) Women | <input type="checkbox"/> (1) American Indian/Alaska Native | <input type="checkbox"/> (1) White | <input type="checkbox"/> (1) Youth |
| <input type="checkbox"/> (1) TGs: M to F | <input type="checkbox"/> (1) Asian | <input type="checkbox"/> (1) MSM | <input type="checkbox"/> (1) Sex Worker |
| <input type="checkbox"/> (1) TGs: F to M | <input type="checkbox"/> (1) Native Hawaiian/Pacific Islander | <input type="checkbox"/> (1) IDU | <input type="checkbox"/> (1) HIV-positive |

Program Objective (mark all that apply "x"):

- (1) Safer Sex (1) Testing (1) AIDS Awareness (1) Other, Specify: _____

_____ Q1 (Jul-Sep) (1) _____ Q2 (Oct-Dec) (2) _____ Q3 (Jan-Mar) (3) _____ Q4 (Apr-Jun) (4)

Broadcast Media (Cable/TV):

Number of Spots Created: _____

Estimated Size of Audience Reached: _____

Broadcast Media (Radio):

Number of Spots Created: _____

Estimated Size of Audience Reached: _____

Outdoor Media:

Media Type (mark all that apply "x" & record #):

- | | |
|--|--|
| <input type="checkbox"/> (1) Billboard: # _____ | <input type="checkbox"/> (1) Bench Sign: # _____ |
| <input type="checkbox"/> (1) Bus Shelter: # _____ | <input type="checkbox"/> (1) Bus Sides/Backs: # _____ |
| <input type="checkbox"/> (1) Bus Int. Cards: # _____ | <input type="checkbox"/> (1) Other, Specify: _____ # _____ |

Print Materials:

Media Type (mark all that apply "x" & record # distributed):

- | | |
|--|--|
| <input type="checkbox"/> (1) Brochures: # _____ | <input type="checkbox"/> (1) POP Display: # _____ |
| <input type="checkbox"/> (1) Posters: # _____ | <input type="checkbox"/> (1) Media Release Kit: # _____ |
| <input type="checkbox"/> (1) Palm Cards: # _____ | <input type="checkbox"/> (1) Other, Specify: _____ # _____ |

Print Advertising (Newspapers, Magazines):

Media Type (mark all that apply "x" & record # ads):

- | | |
|---|--|
| <input type="checkbox"/> (1) Newspaper: # _____ | <input type="checkbox"/> (1) Magazine: # _____ |
| <input type="checkbox"/> (1) Journal: # _____ | <input type="checkbox"/> (1) Electronic: # _____ |

News Coverage:

Media Type (mark all that apply "x" & record #):

- | | |
|---|--|
| <input type="checkbox"/> (1) Newspaper: # _____ | <input type="checkbox"/> (1) Magazine: # _____ |
| <input type="checkbox"/> (1) Journal: # _____ | <input type="checkbox"/> (1) Electronic: # _____ |
| <input type="checkbox"/> (1) Cable/TV: # _____ | <input type="checkbox"/> (1) Radio: # _____ |

Web Media:

Website URL: _____

Estimated Website Hits: _____

Advertising Type (mark all that apply "x"):

- | | |
|--|---|
| <input type="checkbox"/> (1) Online Ads | <input type="checkbox"/> (1) Webcasting |
| <input type="checkbox"/> (1) Forums/Newsgroups | |

Local Telephone Information Line or Hotline:

Telephone Number (with area code): (____) _____

Number of Callers: _____

Referrals Made: _____

Please also include a narrative paragraph about this Media Intervention in your Semi-Annual Report.

Data Entry Initials:

Encounter ID #: