



# Activity 7.1: Choosing a Release Strategy

## Tool Needed

Tool 7.1: Types of Report Releases

## Materials Needed:

Butcher Paper  
Markers

## Intended Audience:

Community members who have been actively involved in the research project

## Time Needed

45 minutes

## Purpose of Activity:

The purpose of this activity is to educate participants about different types of research report release strategies so that you can make an informed decision about what type of report release strategy you will take.

## By the End of Activity Participants Will:

Learn about different types of release strategies  
Discuss the positive and negative aspects of using each strategy  
Decide a release strategy

## Before this Activity Participants Will Need to:

Be informed about your research project

## Part I. Media Release Strategies (45 minutes)

### Facilitator Instructions:

1. Frame the activity: today we are going to review and discuss different types of report release strategies in order to decide which strategy we want to use to release our report.
2. First, let's brainstorm some goals for the release that can then help us determine which type of release we should use. What do we want to accomplish through the release? Who do we want to impact? Who is our audience? Write answers up on butcher paper.
3. Pass out Tool 7.1: Media Release Strategies. Give basic introductions/definitions of each type of strategy.
4. Split participants into 4 small groups. Assign each small group one of the four media release strategies. Be sure each group has butcher paper and markers.
5. Have each small group discuss pros and cons of the strategy assigned to them and how it compares to the goals for your report release. Ask them to write their answers on butcher paper and be ready to be report to the large group.
6. Come back together as a big group and have each small group present their pros and cons. Take time for questions and answers after each group presents and remember to refer back to the goals for the release.
7. Next discuss which strategy is most suitable to your project and come to a decision about what format you will use for your release.