

Coverage plan

Date(s) of planning session

How to use this document

Once completed, this document should guide your coverage. Use it to lead editorial meetings and to brainstorm story ideas. You can use it as a way to develop audience strategy and social media plans. It should be a living and breathing document. You can refine the themes and revisit them as you go. After a set period of time (3-6 months), revisit the coverage plan altogether. Consider going through the brainstorm exercise again from start to finish. You should consider scheduling that meeting today to be certain it doesn't get away. Another way to stay on track is by holding regular (weekly) retrospectives where you ask what worked, what didn't work and what would you do differently.

Mission Statement

Write the mission statement here

Over the next three months, [TEAM] will focus on the following three themes:

- Theme 1
- Theme 2
- Theme 3 (if you have a third)

What does success look like?

Describe success for your project. Include both qualitative and quantitative metrics.

Theme 1: [NAME]

Brief description

Who's the audience?

List audiences here. The more specific, the better.

- *Audiences listed here*

How are you going to reach them?

List ideas here. Think about where your audiences are and how you can meet them there. What social media platforms do they prefer? What listservs do they subscribe to? What events do they attend? Who are the influencers they read, listen to and follow? Where do they gather?

- *Ideas listed here*

Story and project ideas

List your story ideas here. Write your ideas in headline form.

- Story ideas listed here

Theme 2: [NAME]

Brief description

Who's the audience?

List audiences here. The more specific, the better.

- Audiences listed here

How are you going to reach them?

List ideas here. Think about where your audiences are and how you can meet them there. What social media platforms do they prefer? What listservs do they subscribe to? What events do they attend? Who are the influencers they read, listen to and follow? Where do they gather?

Ideas listed here

Story ideas

List your story ideas here. Write your ideas in headline form.

- Story ideas listed here

Theme 3: [NAME]

Brief description

Who's the audience?

List audiences here. The more specific, the better.

- Audiences listed here

How are you going to reach them?

List ideas here. Think about where your audiences are and how you can meet them there. What social media platforms do they prefer? What listservs do they subscribe to? What events do they attend? Who are the influencers they read, listen to and follow? Where do they gather?

- Ideas listed here

Story ideas

List your story ideas here. Write your ideas in headline form.

- Story ideas listed here