

Worksheet 2: Determining Your Communications Goal(s)—Sample

GENERAL GOAL	SPECIFIC ACTION OR AWARENESS DESIRED
Promote a specific program.	Motivate the business community to support expansion of after-school programs in inner-city neighborhoods.
Increasing community awareness of teen pregnancy as a problem.	
Changing the behavior of individual teens or adults.	
Promoting a particular service or program.	
Promoting change on an issue.	
Raising funds for a teen pregnancy prevention program or organization.	
Other.	

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GENERAL GOAL

Sample: Promote a specific program.

**SPECIFIC ACTION
OR AWARENESS DESIRED**

Sample: Motivate the business community to support expansion of after-school programs in inner-city neighborhoods.

Handwriting practice area consisting of two columns of horizontal dotted lines for writing.