

Assessing Your Message Worksheet Substance @ your library™

What is the Meaning?

Message:

Who is the primary audience:

Who is the “other” audience:

What is the agenda: (think about **THEIR** AGENDA (the “primary and “other” audience))

Identifying the Agenda: Advocacy @ your library™	
“Their” Agenda:	LMC Agenda:

What is the benefit: (think back to the primary audience)

What service is provided: (think back to the primary audience)

What is the intent of the message?: refining the message by using AIDA

Awareness, Interest, Desire or Action (AIDA): Identify the various levels of exposure of the users to the materials/service and the language of the message. What do you want to provide or accomplish with this message and how will you do it? To what extent?

Message	A-Awareness-let them know	I-Interest - raise their eyebrows	D-Desire – they want it	Ac-Action – they act on it
@ your library™	@ your library™	@ your library™	@ your library™	@ your library™

AIDA: 2003 Provided by AASL, ALA, 3M, Library Systems & A.B. Reynolds for use in America’s Libraries

Note: You don’t want all of your messages to stay at the “Awareness level”. What will you do to raise interest, create desire and move users to action within your message? It may be simultaneous or a long term goal. For example: Awareness & Interest may be the first year goal with the goal of Desire & Action for the second year, or it may be drawn out over several years, depending on your plan that connect to the message.