

Tool kit for Health / Communication Managers and Staff involved in daily communication activities

Resource: **Template to list sources for traditional media monitoring**

Objective:

This template aims to facilitate the monitoring of traditional media. It has to be filled in with the traditional media sources that need to be systematically monitored in order to assess the communication strategy's efficacy. The template can be adapted to the local context and needs.

<i>Title</i>	<i>Type of monitoring : print or electronic version (insert website address)</i>
Newspapers	
Radio stations	
Television stations	
Newsletters	
News services and comprehensive websites (e.g. Reuters, GoogleNews, Youtube, etc.)	