

Media Comparison Grid

Media type	Information	Cost	Benefits	Obstacles	Online Resources
Website	Static information that doesn't change frequently.	Can be high cost	Legitimizes information, often the first step in a search for information.	Lengthy process to develop and change, websites that show up on searches may require special consultation, may require payment to assess hits and usage	weebly.com, Google pages
Social networking	Frequently changing information, can be informal	Often free	Allows for interactivity, meets youth where they are at, relatively easy to learn how to use the systems, lots of networks for different targets, may foster community, may show you hits for free	May be hard to keep up the interactivity, often blocked at work, favored sites tend to change quickly, can be hard to tell who is viewing and assess the effectiveness	myspace.com, facebook.com, linkedin.com
Texting	Short messages	Can be high cost	Reaches many people immediately, goes to them, they don't have to come to you,	Can be expensive to set-up, info has to be appropriate to the medium	ISIS, ChaChaCha
Posters	Short messages, images	Ranges depending on who designs and what the materials are	Can be low-cost, it's familiar to many people, goes where the internet may not be available	Placement can be tricky, information is hard to change	
Blogs	Changing information and stories	Often free	Allows for some interactivity, provides a forum to share changing information.	Updating has to be done frequently, requires motivated readers	blogger.com, wordpress.com, tumblr.com

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Bulletin Board Systems (BBS)	User generated and moderated - can have back and forth with staff or just readers		Creates an archive of discussion that can be useful to others seeking information, may times people help each other, may foster community	Generally needs a moderator to check in, often set up by IT professionals, may lack real-time interaction that could be achieved through phones or instant messaging, may allow for misinformation to be passed around.	
Postcards, handouts, flyers	Short messages, images	Ranges depending on who designs and what the materials are	Can be low-cost, it's familiar to many people, goes where the internet may not be available	Information hard to change, distribution takes staff time, distribution planning can be tricky, many materials will be thrown away, casting a wide net for small outcomes	
Emails, electronic newsletters, updates, list serves	Intermittently changing information	Often free	Allows for a point of contact, keeps your activities fresh in the minds of people, information goes to the population, they don't have to find it	Many people suffer from email overload, may require people to sign up, hard to track who is reading, may go to spam	Yahoo Groups, Google groups, Lyris.com
Instant messenger, chats	Interactive, real-time discussions	Can be high to medium cost depending on needs. Free within other programs.	Allows for personal interaction, people may feel more invested once they chat with someone	Requires staff or volunteer time to interact with chatters, often small scale, may be hard to get users since they have to come to you, time consuming, may be blocked at work.	providesupport.com, google chat (in Gmail), chat function in Myspace and Facebook
Phone hotlines, recorded messages	Potentially interactive if there are live operators, otherwise static but changeable	Free if there is a line available.	Reaches people who prefer phone, available all hours, easy to change, allows for multiple languages	Requires people to call in to a number instead of bringing the information to them, may cost money	

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Radio	Short for PSAs and ads, longer if partnering with a show	Expensive unless time is donated or media is earned	Reaches large amounts of people, easier to target audience since radio markets are segmented, can be replayed over and over	Can be expensive and difficult to arrange, message has to be audio appropriate which can be a challenge, programmers can cut pieces out, missing people who don't listen to the radio, audience greatly varies by time of day	
Television	Short for PSAs and ads, longer if integrating with a show	Expensive unless time is donated or media is earned	Reaches large amounts of people, easier to target audience since TV markets are segmented, can be replayed over and over	Can be expensive and difficult to arrange, sophisticated viewers may judge production as low quality, programmers can cut pieces out, audience greatly varies by time of day and station, information can be taken out of context	Local access channels for lower cost, network and cable channels for high cost
Online video	Varies depending on what is developed.	Low cost to high cost depending on the production	Visual and auditory information may allow more information to be conveyed in shorter amount of time, lots of creative opportunity, possibilities to create "viral" campaigns, potentially meets people where they are at , video contests provide opportunity to engage youth in the process and then have vested interest in the outcomes	Can be expensive if you don't have the equipment, low production value may negate the message, over saturation of videos makes it hard to stand out, takes time to create, sometimes a long time, sometimes hard to find performers who are good on camera, legal issues with release forms can be complicated	youtube.com, vimeo.com, current.tv