

# Choosing Appropriate Reporting Methods

The format and methods you select for disseminating your findings may vary, depending on the target audience you are trying to reach. A formal report is often appropriate for, and may even be required by, funders and Board members. On the other hand, a one-page fact sheet or poster might be better suited to the general public.

Reporting Method by Audience								
	Town Meeting	Press Conference	Press Release	Abstracts & Briefings	Annual or Evaluation Reports	Fact Sheets	Brochures & Posters	Exhibits
Current Funder				X	X			
Potential Funder				X		X		
Administrator	X			X	X			
Board Members	X			X	X	X		
Community Groups	X					X	X	
General Public	X		X			X	X	X
Organizations						X	X	X
Media	X	X	X			X		