INDEPENDENT MEDIA AUDITS

Media Audit Planning Worksheet

Clarify your objectives, channels, audience claims, and intended use of findings before requesting an audit scope.

DEFINE THE DECISION BEFORE THE PROCEDURE

1. ORGANIZATION AND OBJECTIVES

COMPANY OR ORGANIZATION

PRIMARY CONTACT

EMAIL

PHONE

2. WHAT DECISION SHOULD THIS AUDIT SUPPORT?

3. CHANNELS TO CONSIDER

☐ Print	☐ Circulation	☐ Digital editions
☐ Website or blog	☐ Email	☐ Social media
☐ Video	☐ Podcast	☐ Reader research

4. REPORTING PERIOD AND INTENDED USE

REPORTING START DATE

REPORTING END DATE

INTENDED USE: INTERNAL REVIEW, MEDIA KIT, ADVERTISER ASSURANCE, PARTNER REPORTING, OR OTHER

5. CURRENT AUDIENCE CLAIMS TO REVIEW

WORKSHEET CONTINUED

Evidence, Stakeholders & Open Questions

Use this page to inventory available information and identify the people who can support scope definition and evidence collection.

6. SOURCE INVENTORY

CHANNEL OR CLAIM	SOURCE SYSTEM OR RECORD	OWNER	AVAILABLE?

7. METRIC DEFINITIONS AND KNOWN LIMITATIONS

8. STAKEHOLDERS AND ACCESS

EXECUTIVE SPONSOR

DAY-TO-DAY PROJECT OWNER

PRINT OR FULFILLMENT CONTACT

DIGITAL ANALYTICS CONTACT

FINANCE OR RECORDS CONTACT

FINAL REPORT RECIPIENT

9. TIMING, CONSTRAINTS, AND OPEN QUESTIONS

What to bring to a scoping conversation

Bring this worksheet, a current media kit or audience report, and examples of available source exports. Do not send passwords or confidential records through a general website inquiry.