

Your research proposal

1. What do you want to know more about? *Evaluate a service or find out what people think*

2. What are your objectives? *Headlines or policy influence?*

3. What is your budget? *Can you afford a quick poll or a high quality survey?*

4. What kind of research matches these requirements? (see checklist) *Poll, survey, qualitative, evaluation?*

How will you get this into the press?

1. Does your research answer the right questions? *Desk research and will you involve a journalist from the start?*

2. What is the angle? *Wider implications? Features or news pages?*

3. Will you offer exclusives? *Data exclusives or on the entire report?*

4. What content can you create in addition to traditional media materials? *Create your own visualisation or work with media partner?*

5. What is the embargo? *What is your target outlet? How far in advance will you share your research? Is it likely to be broken?*

6. Can you explain your method? *One or two simple sentences*