

Media Formats

The Media Formats field appears in the Plan channel within the Cohorts and Campaigns sub-channels, and in the Implement channel within the Implementation Activities sub-channel, as an option when the CSAP Strategy selected is **Information Dissemination**.

The Media Format field is used to **identify how information is being delivered or distributed**. These options represent common, known formats used to disseminate information and messaging.

Select the option that best reflects the format used to disseminate information. If the format you used does not appear in the list, select the option that most closely represents the format or select “Other” and specify the format in the Description field of the cohort, campaign, or implementation activity.

Version update: State Fiscal Year 2027	
New	Verbal presentation only (no materials distributed)
New	School Broadcasting Announcement
Name change	Email Distribution
Name change	SMS or Text Message Distribution

Media Formats
Billboard/Busboard/Transit Ad
Digital Materials (e.g., PDF, E-Book)
Editorial Content (Editorial, Op-Ed, Letter to the Editor)
Email Distribution
Hotline
News Article
Newsletter
Other – Please specify* (*use Description field)
Podcast
Press Conference
Press Release
Printed Materials (e.g., Brochure, Flyer, Poster, Direct Mail, Booklet)
Public Service Announcement (PSAs)
Radio Interview, Spot, or Ad
School Broadcasting Announcement
SMS or Text Message Distribution
Social Media (e.g., Facebook, Instagram, Twitter/X, LinkedIn)
Television Interview, Segment, or Ad
Verbal presentation (no materials distributed)
Video Content (e.g., Vimeo, YouTube, TikTok)
Website or Web Page