

Communications Planning

Internal: Communications Strategy for the Agency and its Employees
Government: Communications Strategy for Decision-makers, Federal family, etc.
External: Communications Strategy for the Private Sector and/or Consumers

Description of issue under consideration:

<i>Audience Group</i>	<i>Communications Environment</i>	<i>Objectives and Messages</i>	<i>Delivery and Communications Vehicles</i>
<p>This box would state the target audience and the issue being marketed/communicated.</p> <p>Key Stakeholders</p> <p>This area would list principal and secondary stakeholders.</p> <p>Potential Partners</p> <p>This area would list possible partners for a joint release, or initiative.</p>	<p>This box would itemize the public environment - in succinct, bullet form. i.e. It would explain how the current public environment might influence the receptivity of the target audience to the program or issue being communicated, and how messaging should be tailored.</p> <p>⇒ Values (What will it do for my community, or for consumer choice? How will it benefit me as a consumer, as a legislator or as a taxpayer?)</p> <p>NOTE: Values cancels out opinions and attitudes.</p>	<p>Objectives</p> <p>This area would outline the overall objective: the goals to be achieved by launching a public relations initiative. Examples of typical objectives might be:</p> <ul style="list-style-type: none"> ⇒ alerting the general public to an xyz scam; ⇒ placing a feature story on systemic bid-rigging into a major trade journal; ⇒ getting crime reporters to cover a trial in another jurisdiction; ⇒ delivering a message to citizens, elected officials, and taxpayers on the work of the competition authority. <p>Messages</p> <ul style="list-style-type: none"> ⇒ Clear and plain language messages emphasizing the benefit of the particular activity ⇒ 	<p>Responsibility Centre</p> <p>This area would define who would be involved in writing the materials and working with the communications unit.</p> <p>Support Units</p> <p>Regional Considerations</p> <ul style="list-style-type: none"> ⇒ consider regional impacts; ⇒ heads-up calls to region(s) involved (identify);acknowledge work of region(s) in searches investigation and media monitoring of hot local issues. inform and collaborate with the regions. <p>Communications Vehicles</p> <p>This space would list the type of medium to be used to broadcast the message: electronic media; national or trade journals; consultations; conference, or etc.</p> <p>Dates to Watch</p> <p>Important dates affecting the announcement</p> <p>Critical Path: type on a separate page</p>