



COMMUNICATIONS PLANNING WORKSHEET

GOAL	AUDIENCES	CONTEXT	MESSAGE	MESSENGER	DISTRI-BUTION	MEASURE-MENT
<p>Example:</p> <p>200 people attending the grand opening</p>	<p>Examples:</p> <p>Parents w/kids</p> <p>Tribal elders</p> <p>Teenagers</p>	<p>Examples:</p> <p>\$5K flexible grant</p> <p>Executive Director: 15 hours/week</p> <p>Might be snowy...</p> <p>Biggest event of the weekend</p> <p>New website/ Facebook</p>	<p>Main Message:</p> <p>Native American Arts is holding the grand opening of its arts and culture center on January 6.</p> <p>Example Target Message:</p> <p>[Parents]: The event will feature delicious food and kid-friendly entertainment early in the evening.</p>	<p>Examples:</p> <p>Local radio host</p> <p>Tribal elder</p>	<p>Examples:</p> <p>Announcement on radio show</p> <p>Press release to indigenous and other media</p> <p>Youth volunteers = Instagram</p> <p>Posters!</p>	<p>Example:</p> <p>200 community members attend the grand opening of the center</p> <p>Announcement on radio show</p> <p>Posters in 50 businesses/community gathering spots</p>