COMMUNICATION PLAN

**Description:** This Communication Plan will let you identify and strategize with the key attributes of getting your message across. You start with your Audience (Who), then identify your intent in communicating your Message (Why), determine the Media that will best convey that message (What), Who will be doing the communicating (How), and finally When and Where your communication will be best received.

**Example:** This example is for a minor league baseball team, that wants to get more people to come to their games.

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| **Audience** | **Message**  (Inform, persuade, influence) | **Media**  (Writing, events, meeting, video, etc.) | **Who**  (Speaker, Presenter, From:) | **When / Where**  (Time, Date, Location) |
| Media | Inform; team has a great lineup this year, and we think we’re going to do great! | Press Release | General Manager speaks; Wyatt responsible for script | March 30; one week before opening day |
| Mariners Fans | Persuade; minor league ball is every bit as exciting as pro ball | YouTube video | Team members AND Mariners players, in uniform; Wyatt responsible for script | April 25th; right before Mariners have a month of many away games |
| Current season ticket-holders; any previous purchasers | Influence; bring-a-friend for 25% off of both ticket prices | Email | General Media Account; Willie to write email | July 11th; one week before two-week long home game series |
| General Public | Persuade; minor league ball is fun, and more downhome / folksy than the pros | Billboards | Alicia to design | August 1, all over Western WA; coincide with build-up to WA State Fair. |