

## Worksheet 5: Communication Strategy

Use this worksheet to develop a communication strategy for public participation, including key information to relay to the public and preferred techniques.

Event: \_\_\_\_\_

Participation objective: \_\_\_\_\_

Target audience: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Key Information	Responsible party	Target completion
Identify the key information you will relay to the public.		

Technical Information	Responsible party	Target completion
Identify technical and background information needed to ensure meaningful participation.		

Communication Techniques	Responsible party	Target completion
Identify techniques to communicate with the public.		

- Public notice (posting, newspaper, etc.)
- Mass media (press release, letter to the editor, interview, etc.)
- Internet (email, calendar of events, Facebook, etc.)
- Print (postcard, factsheet, handout, etc.)
- Display (poster, map, photos, scale model, etc.)
- Audiovisual (PowerPoint presentation, video, etc.)
- Other: