

***IT ALL ADDS UP TO CLEANER AIR***  
**STRATEGIC COMMUNICATIONS PLAN WORKSHEET**

1. Title of Program: \_\_\_\_\_
2. Program Coordinator: \_\_\_\_\_
3. Definition of Issue: (Why is the program being developed?)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. Primary Target Audience(s): (Who is affected; whose behavior are you trying to influence?) List in priority order.
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
5. Specific Target Audience Segments: (List any subsegments by behavior and other variables, such as race, ethnicity, gender, age, income, geography, and language)
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
6. Secondary Target Audience(s): (List those who influence the primary audience(s) or help implement the program, e.g., media, employers, educators)
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
7. Communications Goals: (Specify measurable desired actions)
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
8. Communications Objectives: (Intermediate steps to achieve goals, such as changes in knowledge, attitudes, skills, and social norms; quantify when possible)
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
9. Communications Channels to Reach Each Target Audience: (For each audience, identify your objective and the relevant channels)  
  
Audience #1  
Channels: \_\_\_\_\_ Objective: \_\_\_\_\_

Audience #2  
 Channels: \_\_\_\_\_ Objective: \_\_\_\_\_

10. Potential Partners and Activities: (List)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

11. Potential Messages, Materials, and Activities:

Audience #1:  
 Primary Messages/Content: \_\_\_\_\_

\_\_\_\_\_

Materials: \_\_\_\_\_

Activities: \_\_\_\_\_

\_\_\_\_\_

(Repeat for each audience)

12. Evaluation

Type of Evaluation	Proposed Methodology
Formative research	(e.g., focus group testing)
Process evaluation	(e.g., monthly reports)
Outcome evaluation	(e.g., pre- and post-surveys of target audience)

13. Program Timeline

Activity	Due Date	Individual Responsible

14. Management and Staffing of Program

<b>Major Program Activity</b>	<b>Lead Staff Member or Partner</b>
Project Direction/Management	
Research and Evaluation	
Strategy Development	
Materials Development/Creative	
Media Outreach/Public Relations	
Administration/Budget	
Partnership Building	

15. Program Budget

Estimated costs for staff time, materials production, materials dissemination, etc.

<b>Budget Item</b>	<b>Estimated Cost</b>
Program Coordinator Salary	
Research and Evaluation	
Program Planning	
Materials Development	
Media Outreach	
Partnership Building	
Temporary Help	
Phone	
Postage/Distribution	
Duplication	
Travel (local and long distance)	

Potential sources of funding for this initiative (e.g., CMAQ funds, corporate contributions, in-kind support, discounted ad placement):

