

What follows is the outline from Diana Knott Martinelli's Chapter 8, Strategic Communication Planning, with room for your own notes, so you may use this document or adapt it as necessary for an annual planning worksheet. Refer back to the book for more information about these elements or concepts.

### **Strategic Communication Plan Outline**

I. Larger Agency/Department to support: \_\_\_\_\_

A. Vision (aspiration) statement: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

B. Mission statement: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

C. Current goals: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

II. Your Unit: \_\_\_\_\_

A. Identify any PR Problems, Opportunities, Goals

a. Mandatory: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

b. Pragmatic: \_\_\_\_\_

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c. Political: \_\_\_\_\_

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d. Reputation Management: \_\_\_\_\_

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e. Relationship Management: \_\_\_\_\_

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f. Task Management: \_\_\_\_\_

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B. Develop Background/Situation Analysis through Research

a. Strengths, Weaknesses, Opportunities, Challenges of the unit in light of the problems, opportunities, goals noted above

*Strengths:* \_\_\_\_\_

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*Weaknesses:* \_\_\_\_\_

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*Opportunities:* \_\_\_\_\_

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*Threats/ Challenges:* \_\_\_\_\_

b. Political, Economic, Social, Technological Environments in which the unit is currently operating

*Political:* \_\_\_\_\_

*Economic:* \_\_\_\_\_

*Social:* \_\_\_\_\_

*Technological:* \_\_\_\_\_

C. Other Research to determine what people know, feel, and do

a. Media Monitoring

i. coverage content analysis (specify date range to examine):

\_\_\_\_\_

a. overall tone toward organization/unit (positive, negative, neutral): \_\_\_\_\_

b. desired messages (in terms of knowledge, attitude, behaviors) about organization/unit present in articles?

b. Boundary Spanning

i. internal constituent listening; what was learned? \_\_\_\_\_

ii. external constituent listening; what was learned?

a. correspondence/calls/complaints: \_\_\_\_\_

c. New, primary research, formal and informal

i. polls, surveys, focus groups, interviews ...; what was learned?

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III. Specify Objectives (specific, measurable, deadline-oriented)

A. What do you want people to **know**? By when?

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B. How do you want people to **feel**? By when?

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C. What do you want people to **do**? By when?

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D. How will these things be measured?

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IV. Target Constituents/Audiences

A. Demographic description of Primary Target Audience to reach to meet

objectives: \_\_\_\_\_

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B. Psychographic description: \_\_\_\_\_

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C. Geographic description: \_\_\_\_\_

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V. Key Messages Identified

A. Benefits/USPs to Target Audience \_\_\_\_\_

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## VI. Strategies to Achieve Objectives

### A. Interpersonal/Outreach

a. Tactic; by when:

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b. Tactic; by when:

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c. Tactic; by when:

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d. Tactic; by when:

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### B. Mediated Interpersonal

a. Tactic; by when:

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b. Tactic; by when:

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c. Tactic; by when:

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d. Tactic; by when:

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### C. Media

a. Tactic; by when:

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b. Tactic; by when:

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c. Tactic; by when:

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d. Tactic; by when:

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D. Opinion Leaders/Influentials/Spokespersons/Other groups or units

a. Testimonials from/for/through/by when:

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b. Endorsements from/for/through/by when:

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E. Message Creation

a. Emotional appeals:

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b. Logical appeals:

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c. Nonverbal/Photos/Design to reinforce key messages:

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d. Tag lines/Slogans:

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F. Key Message Repetition through what other tactics:

*Internal*

- a. 

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- b. 

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- c. 

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- d. 

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*External*

- e. 

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- f. 

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- g. 

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- h. 

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## VII. Timetable

- A. Create a Gantt chart or spreadsheet for the year; include
  - a. each task/tactic outlined above;
  - b. personnel assignment for each task/tactic;
  - c. deadline by which each task/tactic will be completed

## VIII. Budget

### A. Total Research costs for

a. Monitoring/evaluation (specify tasks, costs): \_\_\_\_\_

\_\_\_\_\_

b. Other informal research (specify tasks, costs): \_\_\_\_\_

\_\_\_\_\_

### B. Internal Message Creation/Production (specify tasks, costs): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

a. Outside Vendors (specify tasks, vendors, costs): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

C. Other planned Tactics/Tasks (specify tasks, costs): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

D. Employee Time

a. Regular time (specify employees; amount of work time per quarter & year x salary/pay): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

b. Travel expenses (specify employees; estimated travel expenses per quarter & year): \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

c. Other expenses (specify): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_