

Proposal : Geoff Doggett. Developing a joint communications plan for Pathmakers and the NLAf

Norfolk Local Access Forum and Pathmakers - Communications Planning

The steps are:

- Identify the purpose of your communication.
- Identify your audience.
- Plan and design your message.
- Consider your resources.
- Plan for obstacles and emergencies.
- Strategize how you'll connect with the media and others who can help you spread your message.
- Create an action plan.

Identify Purpose of our communications

- Launch of new project?
- Fundraising?
- Launch of new plan?
- New people?
- Engagement with specific policies?
- Formation of new working group(s)?

Identify our audiences

- Local gov
- Central gov
- Education/schools/colleges
- Parish Councils
- Residents
- Businesses
- Organisations
- Landowners

Plan & design the message

- Write as a press release for print, broadcast and electronic media
- Brevity
- Punchiness
- Illustrations
- Who from?
- References

- Get it checked for accuracy

Consider resources

- Is funding (e.g. for agencies) required?
- Who is the best writer in the team?
- Illustration sourcing
- Time
- Is any signoff required? Who, how, when?

Plan for obstacles and emergencies

- Contact person & info always available
- What if media don't publish it?
- Is the message an urgent one? Flooding etc?

Build media contacts database

- Who knows the editor or journo?
- Invite in for briefing if big story
- Control embargoes and deadlines

Feed back results

- Makes comms objective
- Allows changes of strategy
- Keeps all members involved
- Solicit new ideas

Make a comms plan

- Timetable regular press releases and events
- Who does what
- Adjust as new information and ideas come forward