

# COMMUNICATIONS PLAN

**ISSUE:**

**GOAL:**

**SITUATIONAL ANALYSIS:**

**AUDIENCE(S):**

**AUDIENCE INFLUENCERS:**

**MESSAGE:**

**What:**

**Why:**

**Action:**

**MATERIALS & ACTIVITIES:**

**PARTNERS AND WHAT THEY CAN CONTRIBUTE:**

**TIMELINE & RESPONSIBILITIES:**

| ACTIVITY                 | TIMING | RESPONSIBILITY |
|--------------------------|--------|----------------|
| Research                 |        |                |
| Material Development     |        |                |
| Partner & Media Outreach |        |                |
| Execution                |        |                |
| Evaluation               |        |                |

**EVALUATION:**



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Brown\*Miller Communications, Inc.

www.brownmillerpr.com • bmc@brownmillerpr.com • (800) 710-9333