



Communication Plan

Goal. What are you trying to achieve, and why? Are you trying to reduce the amount of time spent on unplanned communications that suck up your time? Are you trying to raise awareness for your science?

Audience. Who are you targeting with your communications? This is important so you can choose the right tools and language to get the job done.

Messaging. This is your elevator speech, the short and concise messages that you want people to walk away with after you've finished communicating with them.



Controversial Issues. Be prepared to answer the tough questions about your research. Write a list of questions and suggested responses.

Spokespeople. Identify media-trained representatives

Name.	Subject Expertise.	Phone Number.	Email.
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Products. What products would you like and what audiences are they for?



Internal Audience. List of key officials that need to be informed about public communications so that they aren't caught off guard.

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Partners. List of key partners, collaborators, and targeted audience. These are the people that need to be informed because they either cover the same topic area for their agency or have geographical responsibility. Informing these people builds a relationship of trust and collaboration.

Name.	Subject Expertise.	Phone Number.	Email.

