

## **Developing a Communication Plan**

### **Step One: Craft the Message**

What is the main message that you want to deliver to media?

To whom do you want to deliver it? Via what media is your story best delivered (make this list comprehensive and prioritized)?

How is the Greenbelt part of this story?

If you have opponents, detractors or anyone who would contradict your message what would they say?

How can your message be shaped to anticipate and counter these criticisms?

Do you have enough information (statistics, facts, figures, details) to tell the story and to deliver your message fully and completely, and counter any anticipated detractors?

### **Step Two: Media love local, preferably personal stories**

What is the single most compelling story to come out of this project?

Who or what is the story about?

Would your target media be interested in this story? If not, do you need to change or reprioritize that list?

What additional information (statistics, facts, figures, details) can you provide that also makes you the 'expert' on the subject matter your story illuminates?

Does this story deliver your message? If not, can it be reworked or augmented to do so? Are there additional stories to develop if not?

How has the Greenbelt helped make this happen?

### **Step Three: Media moments or events**

Are there any moments built into the project that give the media an opportunity to engage with the key players in your project and allow you to tell your story and deliver your message? If your story is about someone (a grower for example) how can they be involved somehow in the event in a way that gets them to help you tell the story?

What is the visual image your event provides and can it be shaped to maximize media visual (and/or audio interest) or images that would be compelling to print/online/social media commentators?

How can the Greenbelt be highlighted at events/ during press conferences, media interviews and other opportunities?