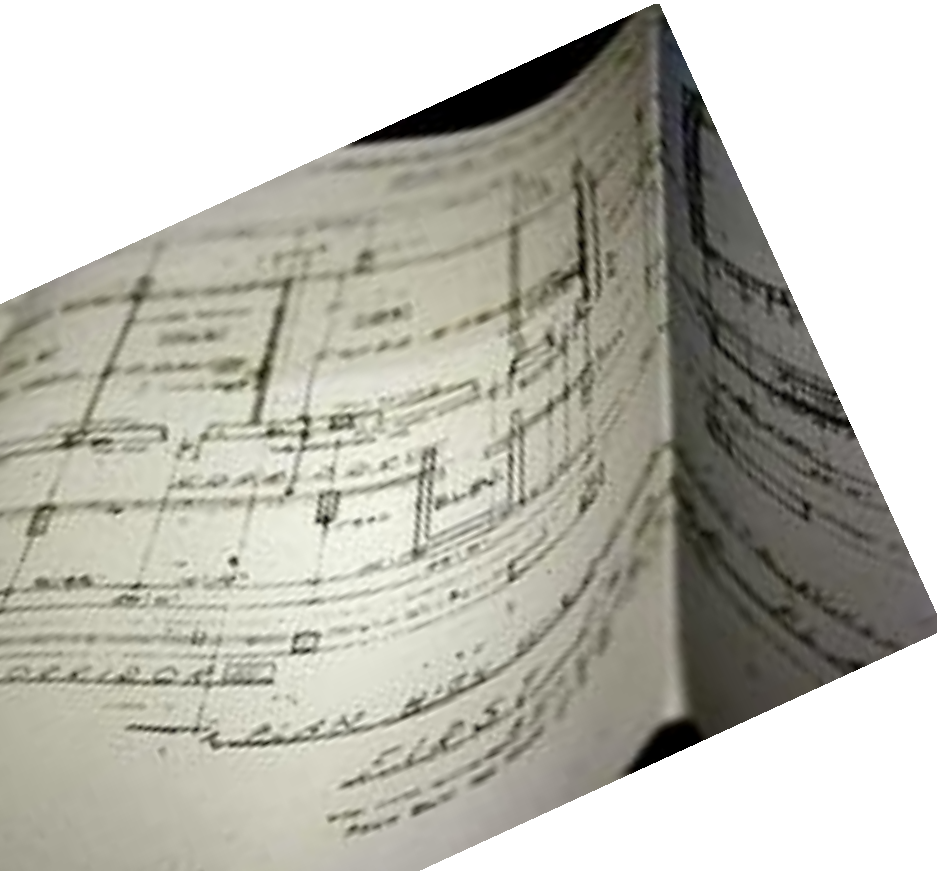




# Creating a Communications Plan *Who Is Your Audience?*

TAI Trainers Workshop  
11:45am-12:45pm 6 July 2007



- Objective
- Communications Objective
  - Situation Analysis
  - Audiences**
    - Messages
    - Strategies
      - Tactics
    - Timelines
    - Evaluation



# You Said ...

- Audience Identification and Research
- Determining How Decision Makers Get their News





# What is an Audience?

**The people who can  
best help you achieve your goals.**





# Primary Audience

**The people whose behavior  
you are trying to alter.**

*Examples:*

- Members of parliament
- Regulatory officials
- Participants in legal system
- International funders





# Secondary Audience

**Those who can influence your primary audience.**

*Examples:*

- Media
- NGOs
- Communities
  - religious
  - political





# The more you know ...

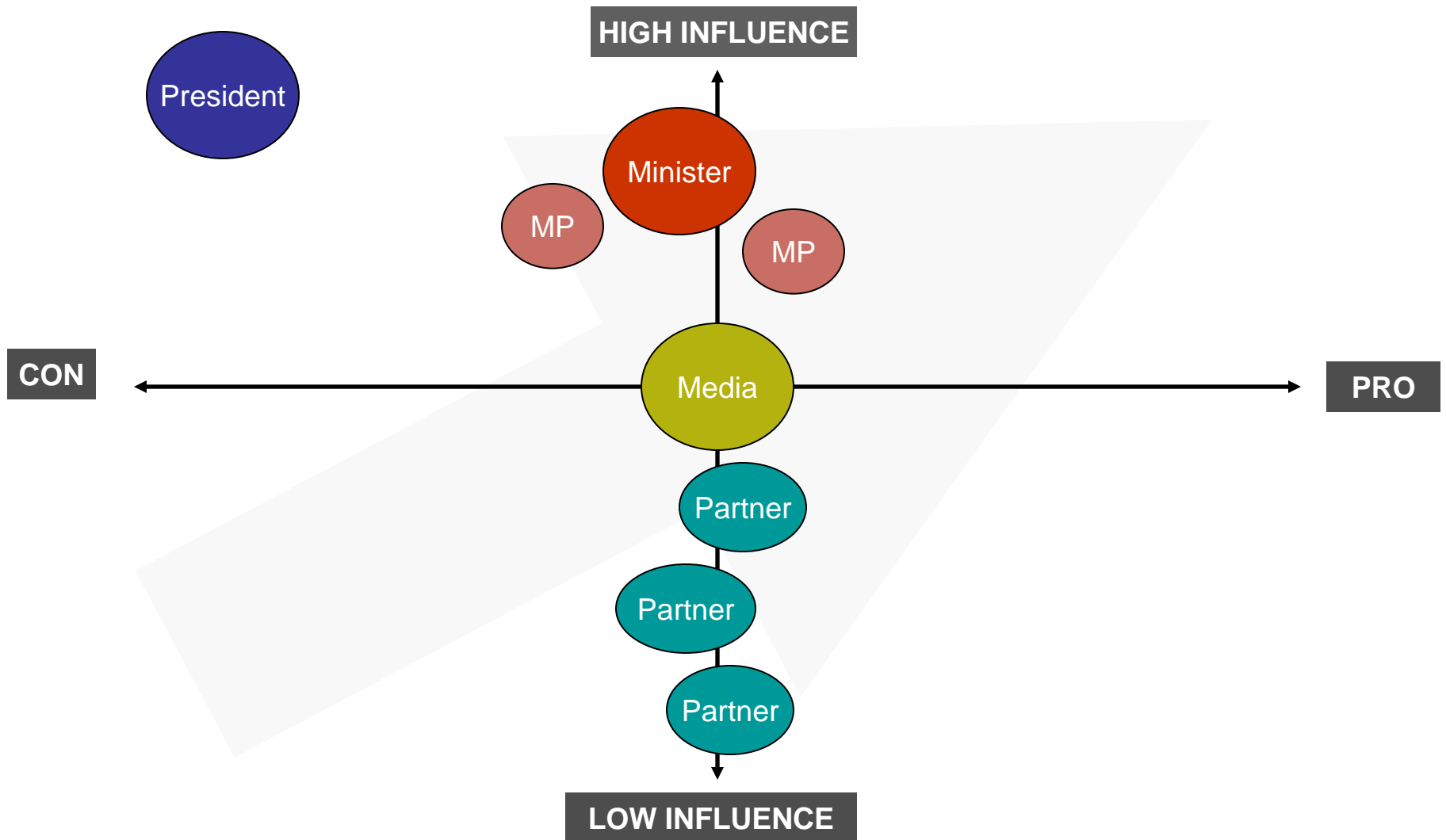
## Understand what motivates your audiences

- empirical research
- capture anecdotal or intuitive knowledge
- credible sources for audiences
- media habits of audiences?
- past experience with this (these) audiences?





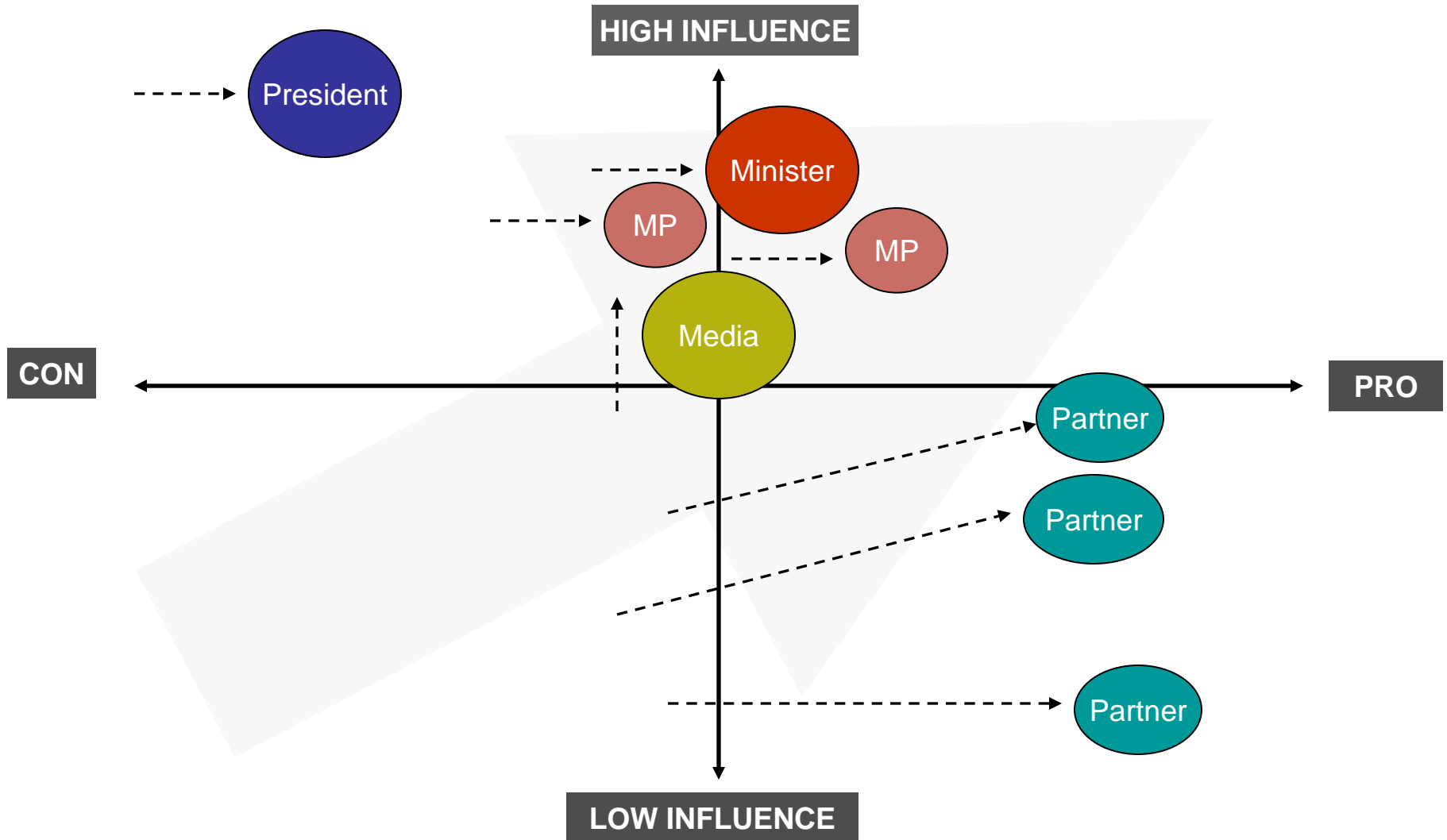
# Charting your influence







# Charting your influence





# Take-Aways

## Tools for training your partners.

- Powerpoint on CD-Rom
- Worksheet





# Discussion



# Creating a Communications Plan

## *Media Training*



# Being in Control

- ❖ Prepare
- ❖ You can't control the questions, but you can control your responses to them
- ❖ Understanding and exercising the control you have is the key to successful communications



# What to Say and How

- Prepare key message points
- Keep them short and simple
- Use them to turn around negative questions
- Use them at every opportunity
- Knowing your message points – and being comfortable with them – builds a sense of control



# The Media

- It's a business
- Bottom line – make money via readership, ratings, advertising
- Who owns “objectivity”?
- The “other side” of the story



# The Media

- Reporters want information in a straightforward, quick manner
- Rarely have sinister motives, but time pressures can lead to careless, inaccurate reporting





# Answering Questions

- “No Comment” is no good
- “I don’t know” is always better than an inaccurate statement
- First impressions will be remembered and hard to erase later



# Answering Questions

- DO NOT:
  - Speculate
  - Think out loud
  - Be evasive Allow yourself to be hurried or bullied
  - Introduce negatives
  - Talk to fill dead air



# Answering Questions

- DO:
  - Correct mistakes on the spot
  - Repeat or paraphrase a good question
  - Use silence to YOUR advantage
  - Ask for clarification if a question is unclear
  - Know when to hand off to a designated information source



# Answering Questions

- Keep your objective in mind
- Bridge back to the points you want to make
- Passion is OK
- Be Yourself!



# Afterward

- Obtains copies of all clips, tapes, etc
- Respond to inaccurate statements – their's and yours
- Continue to work with the media to build the story – on background, informally
- Review internal response system
- Deliver promptly



# Discussion