

Communication Plan Worksheet (cont.)

What images best convey your messages?

What communication tools would best help accomplish your goal?

1. Public relations: news release, media advisory, or story pitch
2. Online strategies: e-mail invitations and notices, e-newsletters, online calendar listings, www.pdx.edu profiles and feature stories, advertising on search engines, etc.
3. Web site development: comprehensive information
4. Direct mail: post cards, search pieces, letters, etc.
5. Publications: brochures, catalogs, booklets, posters, flyers, etc.
6. Community relations: speaking opportunities, special events, tours, strategic partnerships, etc.
7. Advertising: print, outdoor, broadcast, online, etc.
 - a. Why do you think advertising is a good way to reach your audience?
 - b. What media vehicles work best at reaching your audience?
 - c. When is the most strategic time for you to run ads?

What kind of financial and human resources do you have to accomplish your communication goals?
