

COMMUNICATIONS PLAN FOR SESSION

Your **Communications plan** should include a strategy for getting your message to legislators. The plan should incorporate messaging in the communication forms that your targeted legislators listen to or read. Those communications could include traditional media but also could include social media and communications from constituents.

DETERMINE AUDIENCE

Communications for legislative campaigns requires **personalized and individually-oriented communication (as opposed to mass communication)**. Focus is typically 5-15 individuals. The goal is to dominate their sources of information and news with your message.

Using the results of the power map and research, determine your target audience. (This could include targeted legislators and legislative leadership but could also include other elected officials like the governor, or legislative and agency staff.)

Targeted Name/Office	Influencers	Media Consumed
<i>Example: Marsha Franks, GOP Speaker of the House</i>	<i>Chamber of Commerce, Banking Industry, Party Base, Members</i>	<i>Smalltown Times, WGOP Radio, Fox News, Rascally Squirrel Political Blo</i>

DETERMINE INFLUENCERS AND MESSAGE SUPPORTERS

The Campaign message should come from as many influencers and media outlets identified.

Examples:

- Article in Chamber of Commerce newsletter
- Letter to the Editor (LTE) in Smalltown Times addressed to legislator

Messengers that could make the case:

- Constituents
- Local party leaders
- Donors
- Community leaders

In thinking about your targets, determine what message they should receive, who the messenger should be and where/how the communication will take place.

Targeted Name/Office	Message	Messenger	Type of Communication (Example: op-ed, digital ad, etc)