

Deliver Your Message

The Communication Plan

A basic element of any public awareness and advocacy campaign is a communication plan with clearly defined key messages, audiences and strategies for reaching those audiences. It's important that all library staff and advocates understand the plan, its rationale and their role in supporting it.

Define the Key Message

Your central or key message should be one that is simply and consistently communicated, whether in a radio interview or over the backyard fence. It may be as simple as: "There is no such thing as a good education without good libraries."

The key message should be easily adapted for various audiences—parents, business people, educators or legislators. For each group, you will want to have talking points, stories and examples that address its particular needs and interests. This set of core messages will provide the basis for presentations to groups, articles in newsletters, news releases, letters to the editor and other communications. You also will want to have a clear call to action. What do you want each group to do?

Be prepared to give concrete ways each group can demonstrate its support.