

Communications Planning

★ Press Lists

- Media Types
- Programs
- Reporters
- Editors
- Producers
- Personalities
- Bloggers



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“Earned” Media

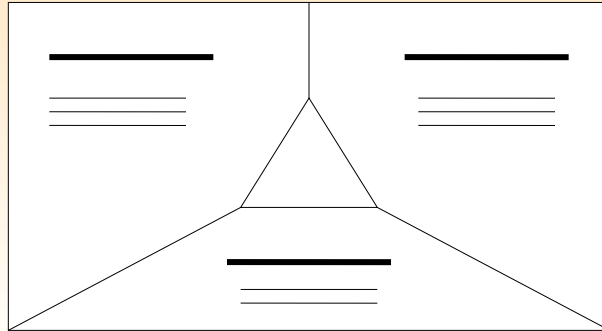
- ★ Op-ed columns
- ★ Letters to the Editor
- ★ Press events
- ★ Press conference calls
- ★ Mass e-mails
- ★ Blog postings & social media
- ★ Press releases



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The Message

- ★ Talking Points
- ★ Message box or triangle
- ★ Three-legged stool or four-legged chair

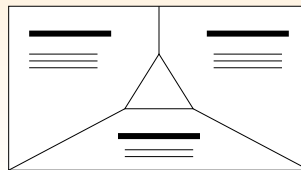


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The Message Triangle

- ★ Address the question, then transition to message point(s)
 - ★ That's an interesting question, and to put it in perspective...
 - ★ I'm glad you asked this because it brings me to a point I've been wanting to make...
 - ★ I don't have the precise details, but what I do know is...
 - ★ Let's not lose site of the fact here, which is...
 - ★ What I think you mean by the question is...
 - ★ A more important point is...



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Thank you!



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