

Strategic Communication

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Basic Premise

- Goal-directed and planned efforts
- To shape, modify, or reinforce
- The perceptions, practices, and policies
- Of intended individuals, groups, and institutions.

Process

- Problem
- Research
- Objectives
- Programming
- Evaluation

Research

- Secondary data analyses
- Focus groups, interviews, surveys

Objectives: Key Components

- Measurable outcomes
- Audiences
- Time frame

Programming

- Press releases/media coverage
- Public meetings/conferences
- Letter writing
- Spokes person
- Coalitions
- Webpage

Application

- Goal: Promoting usage of cover crops

Group Discussion Questions

- Specific outcomes
- Key audiences
- Time frame
- Core concepts/messages
- Communication channels