



## Communications Planning

### Why Planning is Important

- Helps keep communication focused.
- Assures that all opportunities will be fully captured.
- Helps prevent unwanted surprises.

### Thinking Strategically

Communications planning should be determined by a core group of staff (NOAA and partners) as part of the larger strategic planning process. The core elements of communications planning are explained here:

**Core 1: Identify your audience and develop key messages.** This kit contains a variety of messages with the most important points to communicate about your project.

NOAA Restoration Center's Top 4 Audiences:

- Congress
- Media/Public
- Partners
- NOAA

**Core 2: Define your goals.** Your goals may be as broad as support for coastal restoration or as specific as showcasing your particular project.

NOAA Restoration Center Top 4 Outreach Goals:

- Public and partner awareness and understanding of importance of Restoration Center mission and activities.
- Restoration Center visibility with Congress and the national and regional policy arena.
- Restoration Center visibility within DOC, NOAA, and NMFS.
- National and regional infrastructure to support communications and outreach.

**Core 3: Develop a list of realistic tools to achieve your goals.** Create a short list of products, events and materials that you could develop to communicate and support the goals of your project.

NOAA Restoration Center Top 4 Outreach Tools:

- Brochures
- Fact Sheets
- Website
- Events

