

Communications Strategy

Yee Won Chong, yeewonchong.org



Brandraising®

Organizational Level:

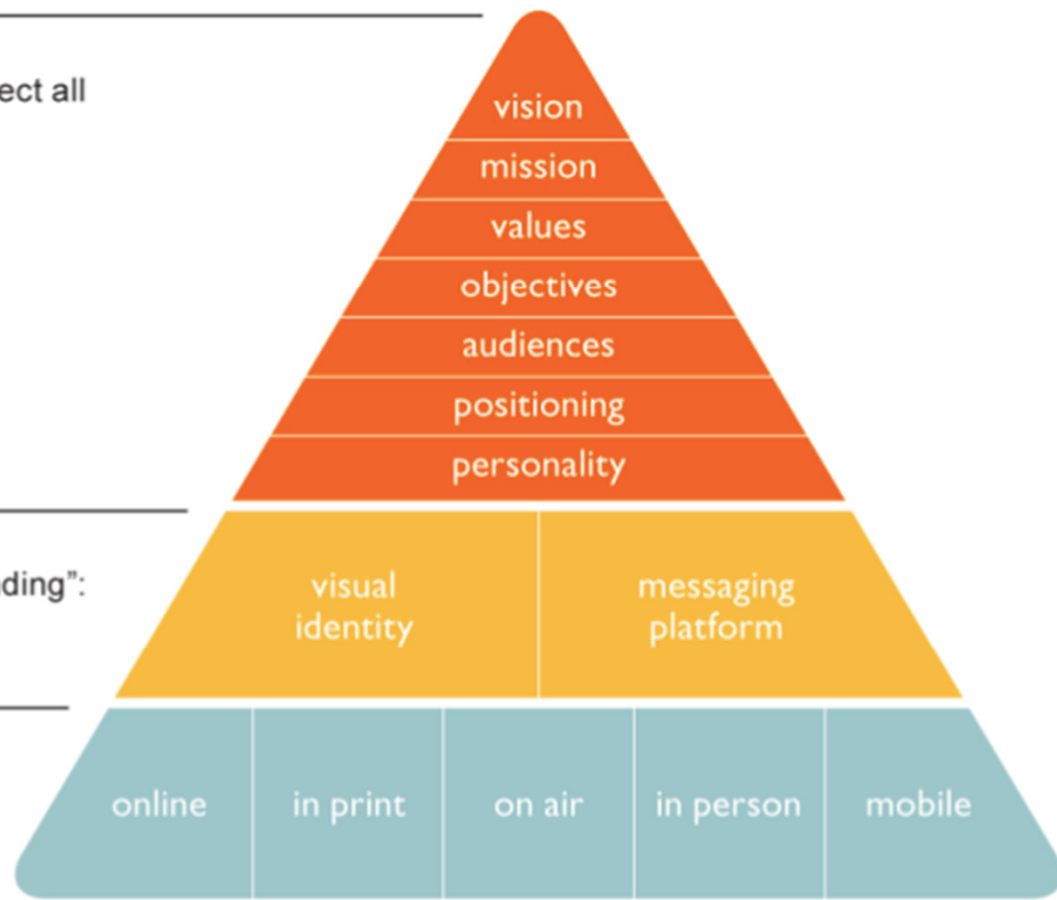
Includes the core elements that direct all aspects of the organization's work

Identity Level:

What most people think of as "branding": specifically, the Visual Identity and Messaging Platform

Experiential Level:

The channels and tools through which audiences connect with the organization



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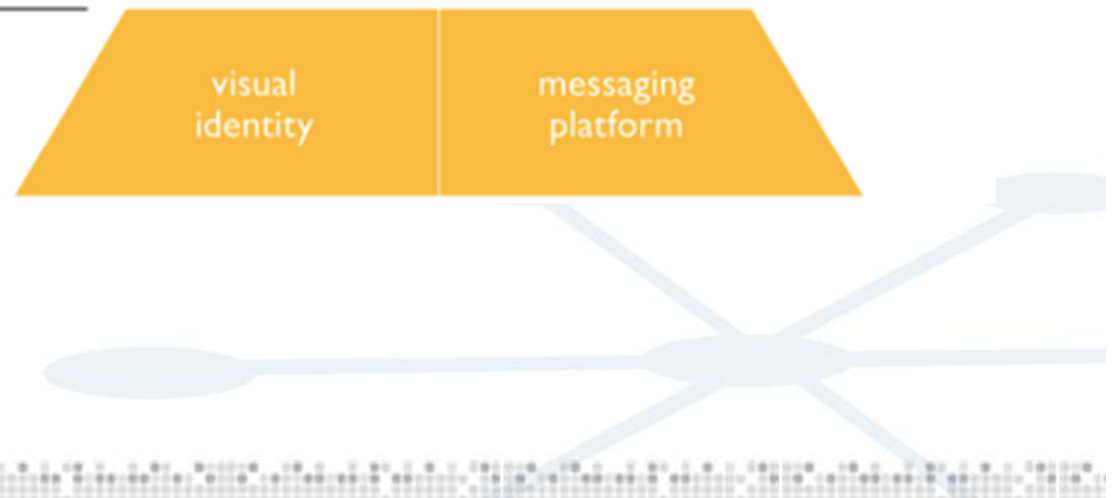
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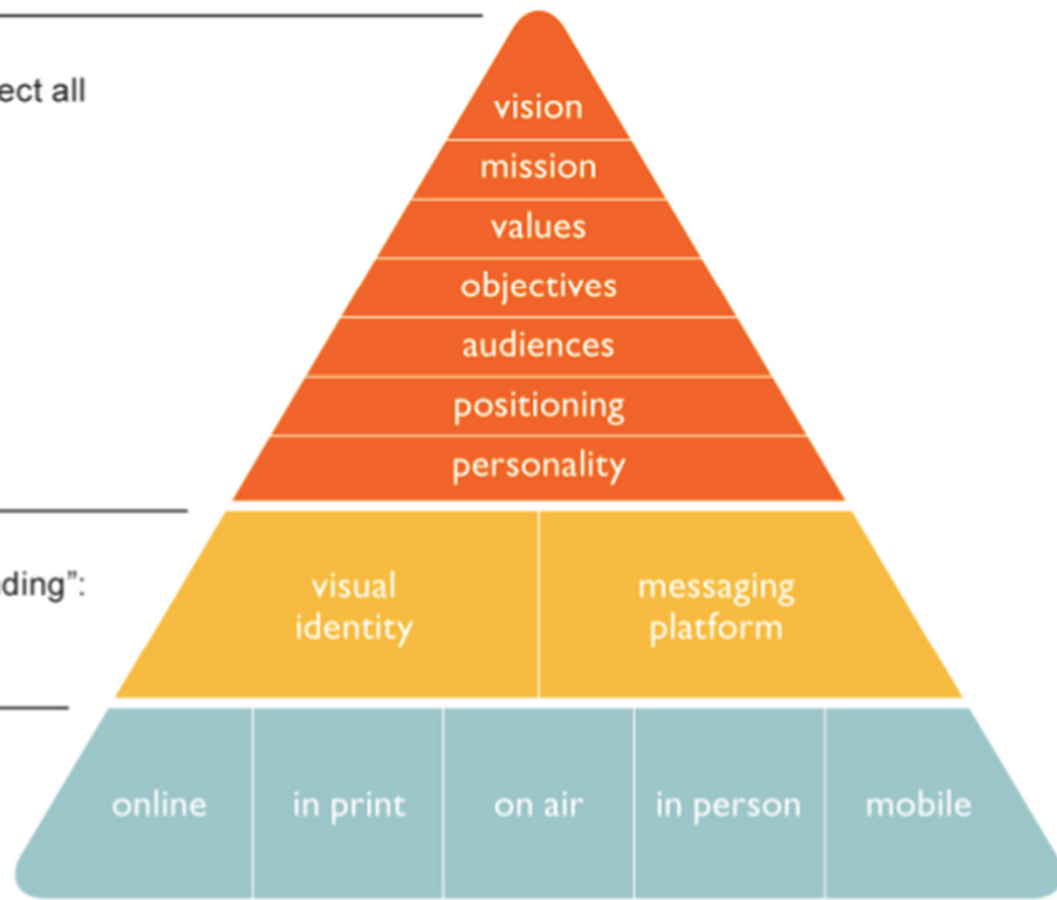
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**Organizational culture eats strategy
for breakfast, lunch and dinner**



Culture



Strategy

Peter Drucker, Management Consultant



Smart Chart



Smart Chart

1. Program Decisions

- Goal
- Objective

2. Context

- Int & Ext Scans
- Position

3. Strategic Choices

- Audience
- Readiness
- Core Concerns
- Theme
- Message
- Messenger



4. Communication Activities

- Tactics
- Timeline
- Assignments
- Budget

5. Measurement of Success

6. Final Reality Check

What are the communication channels?

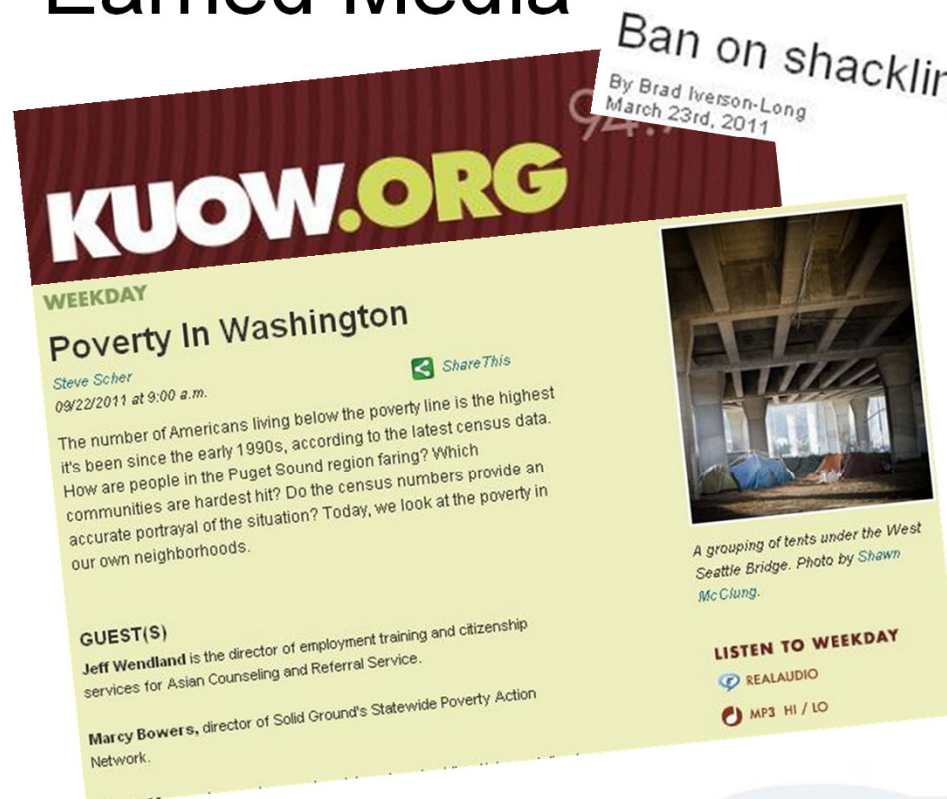
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Communication channel:

- Earned Media

A screenshot of a news article from KUOW.ORG. The article is titled "Poverty In Washington" and is dated 09/22/2011 at 9:00 a.m. by Steve Scher. The text discusses the high number of Americans living below the poverty line in Washington state, particularly in the Puget Sound region. It includes a "Share This" button and a "GUEST(S)" section featuring Jeff Wendland and Marcy Bowers. At the bottom, there are links for "LISTEN TO WEEKDAY" in REALAUDIO and MP3 HI / LO formats. A photo of tents under a bridge is also visible.

KUOW.ORG

WEEKDAY

Poverty In Washington

Steve Scher
09/22/2011 at 9:00 a.m.

[Share This](#)

The number of Americans living below the poverty line is the highest it's been since the early 1990s, according to the latest census data. How are people in the Puget Sound region faring? Which communities are hardest hit? Do the census numbers provide an accurate portrayal of the situation? Today, we look at the poverty in our own neighborhoods.

GUEST(S)

Jeff Wendland is the director of employment training and citizenship services for Asian Counseling and Referral Service.

Marcy Bowers, director of Solid Ground's Statewide Poverty Action Network.

LISTEN TO WEEKDAY

[REALAUDIO](#)

[MP3 HI / LO](#)

A screenshot of a news article from IDAHO REPORTER.COM. The article is titled "Ban on shackling prisoners giving birth moves forward" and is dated March 23rd, 2011, by Brad Iverson-Long. The IDAHO REPORTER.COM logo is prominently displayed at the top, featuring a stylized Idaho state outline with a capitol building dome.

IDAHO REPORTER.COM

Ban on shackling prisoners giving birth moves forward

By Brad Iverson-Long
March 23rd, 2011



Communication channel:

- Paid Media



Communication Channel:

- Owned Media



Communication Channel:

- Social Media



