PROGRESSIVE TECHNOLOGY PROJECT

We assume that you want to:

- Reach more people than you're reaching now
- Reach a broader audience—a *wider* spectrum of the public
- Reach people in a *deep* way
- Change people's understanding, behavior and/or actions
- Frame and control the debate

1. Integrated organizational structure
   - Cross-cutting teams
   - Porous approach
   - Communications woven into the conversation
   - Communications 'conductor'

2. Good Core Tools
   - Database
   - Website
   - Facebook
   - Twitter
   - E-tools
   - Photos
   - Videos
   - Blogs

3. Clarity About Communications Goals
   - Always identify:
     - What you're trying to do
     - Why
     - What outcomes you want

4. Clarity About Your Audience

- Identify your audience(s)

- Determine how to reach them

  - Best communication mechanism/vehicle?

  - Best message?

  - Best mode of delivering the message?

5. Thoughtful, Realistic Plan

6. Established Practices of Informing, Testing and Refining Your Frames, Messages and Activities

7. Evaluate Your Activities to Learn and Improve

Which requires…

8. People With the Right Skills
   – Focus grouping
   – Writing
   – Designing, photography, videography
   – Framing and messaging

9. Hands-On Organizational Culture
   – Everyone 'touches' the database
   – Everyone 'touches' communications
   – Use methodologies
     • Communications essentials
     • Workflows
     • Protocols

10. Finally, Walk the Dog!

- – Get out of the office
- – Give yourself time to think
- – Be creative