

ARTS & ECONOMIC PROSPERITY 6

COMMUNICATIONS PLANNING TEMPLATE

September 2023



COMMUNICATION OBJECTIVES

What changes do you want to affect via your communications program? Clearly outline those here:

- **Informational (what do you want people to know that they didn't know before?)**
Example: Arts and culture organizations are a critical economic driver of vibrant communities.
- **Attitudinal (what do you want them to think?)**
Example: The arts drive commerce to local businesses. When we fund arts and culture, we are not simply supporting a frill or an extra.
- **Behavioral (what exactly do you want them to do?)**
Example: Support arts and culture funding and arts-friendly policies.



KEY CONSIDERATIONS

CRITICAL ISSUES

List issues that may stand in the way of achieving the objective. Your overall strategy will need to consider how these issues will be managed.

Examples:

- 1 Corporate leaders in my community are not familiar with our organization.
- 2 Elected officials in my community have not been engaged in our efforts to secure more arts funding.
- 3 We have a staffing shortage making it a challenge to consistently communicate with our stakeholders.

KEY AUDIENCES

Determine the:

- **Primary audience (people whose behavior you are trying to change)**
Example: Local elected officials
- **Secondary audience (people who can help you influence your primary audience)**
Example: Local corporate leaders
- **Tertiary audience (which often consists of organized groups that may be mobilized to endorse a cause)**
Example: Local arts organizations

An understanding of the audience will help determine the medium (which newspapers do they read? Which TV channel do they watch?) and which tools (special event, press conference, speaker opportunities, authored articles, etc.) will be most effective.

KEY MESSAGES

Just as important as identifying the target audience, it is imperative to define the messages that will clearly articulate specific benefits to the audience, resonating with each of these groups. These messages should also address any potential issue relevant to the target audience.

Please note, these messages might change based on the programming recommendations you make, but are at the core what you want to communicate.

Examples:

- **Arts & Culture Build Jobs and the Economy: Arts and culture support jobs, generate revenue for local businesses, and provide authentic cultural experiences that strengthen tourism. (plug in local data)**
 - What makes the economic impact of arts and culture organizations unique is that, unlike most other industries, they induce large amounts of event-related spending by their audiences.
 - In 2022, the arts and culture industry in CITY generated \$xx.x million in spending by the organizations themselves, which leveraged an additional \$xxx.x million in event-related spending by their audiences.
 - We know a dollar ripples very differently through each community, which is why our AEP6 study region has its own customized economic model to better demonstrate the impact of arts and culture at a local level.
 - In 2022, arts attendees spent \$XX.XX per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses.
 - Arts and culture also strengthen a community's visitor economy. Arts and culture travelers are ideal tourists—they stay longer and spend more to seek out authentic culture experiences.



PLAN OF ACTION

STRATEGIC APPROACH

Outline the strategy that you will use to achieve the objectives shared earlier in the deck.

Strategy is 'how you will achieve the objective' rather than 'what will you do to achieve the objective'. Strategy provides the framework of the overall direction for tactics and specific activities.

Example:

Through advocacy and community engagement, we will:

- Raise the level of awareness of our organization as a pillar of the community
- Connect with community and corporate leaders to strengthen our collective influence with issues and challenges impacting arts and culture
- Provide compelling and relevant AEP6 data to illustrate the power of the arts in our community.

TACTICS

What techniques will be applied in implementing the strategy? Determine details of tools, media outlets and timing, etc.

Access tools and templates available in the AEP6 Partner Communications Toolkit.



ROLES & RESPONSIBILITIES

Detail here who is on the team and what responsibilities/activities they will be owning.



AEP6 LOCAL LAUNCH TIMING & MEASUREMENT

Timing: Pre-Launch

Develop an outreach plan for your AEP6 local results. Consider three phases: pre-launch, launch, and post-launch. Add task-specific deadlines and staff assignment to keep on schedule.

Pre-Launch	Phase One
Kickoff Team Meeting	Determine support staff for ongoing needs.
Review and Localize Messaging	Refer to AEP6 Partner Media Tool Kit for potential messages and angles; Determine approval process for materials.
Develop Local Media List	Create a list of reporters to whom you want to send the press release and invite to a potential press conference. You will want to target reporters and writers in your city who report about community news, business, and arts and culture. Your list should contain contact information for journalists at local newspapers, magazines, websites, blogs, television, and radio stations.
Draft AEP6 Local Press Release	Refer to AEP6 Partner Media Tool Kit for a template. Determine spokespeople, media contact, and approval process for the press release.
Host Stakeholder Meetings	Share key AEP6 findings with select participants and lead press conference planning with these stakeholders (e.g., survey participants, local officials, community leaders). Keep these stakeholder in the know about plans and any announcements. These are your best advocates.
Press Conference Planning	Decide first if you want to have a press conference or simply issue a press release to announce your results. A press conference will allow you to get your results to the media in a quick, efficient way. Rather than setting up interviews with individual reporters, sending out press releases, and contacting editors and producers, you can speak to a roomful of journalists at once. But a press conference, like any media interview, can be tricky. And a press conference requires a lot of planning. See Partner Tool Kit for a step-by-step guide and tips.
Brief Spokespeople for Media	Review key messages and FAQs. Practice, practice, practice! Rehearse statements, including mock Q&A sessions. Prepare for tough questions and negative commentary. Additional tips are available in the AEP6 Partner Tool Kit.
Get the Word Out	Send invitations/media alert to your press conference. Plan 3-4 weeks ahead. See AEP6 Tool Kit for a suggested timeline.

Timing: Launch

Develop an outreach plan for your AEP6 local results. Consider three phases: pre-launch, launch, and post-launch. Add task-specific deadlines and staff assignment to keep on schedule.

Launch	Phase Two
Host Press Conference	Refer to AEP6 Partner Tool Kit for day-of tips and suggestions at the press conference and media Q+As.
Distribute press release /media kit	Distribute media kit on-site. Consider a digital download via QR code. Following the conference, you can issue the full release and media kit to your media list via email.
One-on-One Media Interviews	After you issue your press release and/or hold your press conference announcing your AEP6 results, a member of the media will likely ask to interview you or a partner. This is a great opportunity to build awareness and share enthusiasm about how arts and culture strengthen your community. Refer to AEP6 Partner Tool Kit Media for best practices for media interviews.

Timing: Post-Launch

Develop an outreach plan for your AEP6 local results. Consider three phases: pre-launch, launch, and post-launch. Add task-specific deadlines and staff assignment to keep on schedule.

Launch	Phase Three
Promote Success	Share editorial coverage with your team, including marketing/communications team members. Promote your editorial coverage on your social media platforms. Add to your website. For a big media win, print out and feature in your office!
Submit Op-Ed	The release of your AEP6 results provides a good opportunity to submit an op-ed piece—a 500-600-word opinion piece that appears opposite the editorial page—highlighting your findings to your local newspaper. Tips for writing an effective Op-Ed are in the AEP6 Partner Tool Kit.
Expand on Story Ideas	<p>Beyond the initial news of your local AEP6 study findings, there are many storylines to consider to keep media attention on the power of the arts in your community. Media expect timely hooks and reimagined story angles. The focus will be on keeping momentum and visibility throughout the year.</p> <p>Key story themes to consider: Arts and Culture Build...jobs and the economy, creativity and innovation, livable communities, empathy and understanding, and social cohesion. Refer to the One-Pager to identify key messages and storylines that are most relevant for your community.</p>
Engage with Your Community / Stakeholder Communications cont.	Foster a community of support. Meaningful relationships in your local community including BIPOC and ALAANA arts & organizations, government, business community, take time and nurturing. See our AEP Workbook for more tips on engaging with your community.
Participate in Business Forums / Panels	Maintaining and strengthening connected relationships takes intentional planning and commitment. Your team's participation in forums, on panels, and attending events hosted by other organizations will not only increase your organization's visibility but will also go a long way toward building stronger partnerships.



Measuring Success

How will you determine that the program was a success? Outline here the measurement and key program indicators (KPIs) that when met, have achieved your business and communication objectives. These could be:

- **Quantitative:**
 - Number of articles/placements
 - Number of media impressions
 - Social media results (number of posts, reactions, shares, retweets, etc.)
 - Number of media attendees at an event
- **Qualitative:**
 - Did media include key messages?
 - What was the sentiment of coverage?
 - Did your coverage reach your target audience?
 - Did coverage include a visual or spokesperson quote?



BUDGET

