

COMMUNICATIONS PLAN WORKSHEET

PAPER TITLE:

PREPARATION	
PUBLICATION DATE Set a date with the journal that allows for 4-7 days of embargoed pitching, avoids heavy news days, and is on a Tuesday, Wednesday, or Thursday morning.	
TARGET AUDIENCES Examples: government agencies, legislators, manufacturers, retailers	
COMMUNICATIONS PARTNERS Are there NGOs, members of impacted communities, industry leaders, etc. who may be able to help reach your target audiences?	
SPOKESPEOPLE Who will be quoted in the press release (ideally not more than three people)? Who will be available for interviews?	
MATERIALS What materials will be prepared (e.g., press release, social media posts, op-ed, blog post, non-technical fact sheet)? Who will draft them?	

MESSAGING	
KEY FINDINGS Top 1-3 important and newsworthy findings and take-aways from your paper.	
NEWS HOOKS Examples: health impact, connection to hot topics, injustice, irony, conflict, local	
PITCH 3-4 sentences combining the above. Could be used to query journalists under embargo.	

DISTRIBUTION		
WHAT	WHO	WHEN
	You, your press officer, a communications partner?	During embargoed period, day of release, after release?
Pitch to reporters		
Post press release on EurekAlert!		
Post press release on institution's website		
Share press release with NGOs, community groups, industry associations, etc.		
Other:		