Region #4
Regional Prosperity Initiative
2014 Communication Plan

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Communication Goals

The following are overall goals for Region #4 Regional Prosperity Initiative in 2014.

1. Publicly announce the launch of the Region #4 Regional Prosperity Initiative.
   a. **Success Metric:** Media monitoring of regional coverage. Receive coverage in all 13 counties.

2. Build initial awareness and define the importance of the initiative (ie. “begin the conversation”).
   a. **Success Metric:** Editorial review of published media articles for accuracy and comprehensiveness.

3. Link the regional partners together regarding messaging and communication of the Region #4 Regional Prosperity Initiative.
   a. **Success Metric:** Identified partners have incorporated select communications into their organizational communications.

Audiences

The following audiences are ranked in order of priority and importance in terms of communication.

1. **PRIMARY:** Regional Economic Development Partners
   a. Transportation MPOs.
   b. Adult Educational Institutions.
   c. Higher Educational Institutions.
   d. Workforce Development Agencies.
   e. Economic Development Agencies.

2. **SECONDARY:** Regional Businesses and Business Leaders
   a. C-Suite decision makers and business strategy providers.

3. **SECONDARY:** Local/Regional Units of Government
   a. Local/Regional elected officials within the 13-county Region #4 area.

4. **TERTIARY:** Region #4 Legislators
   a. State and Federal elected officials representing Region #4 areas.

5. **TERTIARY:** General Public
   a. Individual community citizens.
Key Messages

1. PRIMARY: TBD.
2. PRIMARY: TBD.
3. PRIMARY: TBD.
4. PRIMARY: TBD.
5. SECONDARY: TBD.
6. SECONDARY: TBD.

Audience/Message Matrix

<table>
<thead>
<tr>
<th>MESSAGE</th>
<th>E.D. PARTNERS</th>
<th>REGIONAL BUSINESS</th>
<th>LOCAL/REG. GOV’T</th>
<th>LEGISLATORS</th>
<th>GENERAL PUBLIC</th>
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Communication Channels

Television
Channels: See attached television distribution table.

Message Goals: TBD.

Radio
Channels: See attached radio distribution table.

Message Goals: TBD.

Print
Channels: See attached print distribution table.
Message Goals: TBD.

Online
Channels: Participant and Partner websites and social media accounts.
Message Goals: TBD.

eNewsletter
Channels: Distributed to all primary, secondary, and tertiary audiences identified (except general public).
Message Goals: TBD.

Legislative
Channels: Region #4 State of Michigan Representatives, Region #4 U.S. Senators and Representatives,
Message Goals: TBD.

Spokespeople

<table>
<thead>
<tr>
<th>John Weiss</th>
<th>Rick Chapla</th>
<th>Jacob Maas</th>
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<td>Need role in initiative</td>
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SWOT Analysis

Strengths:
• TBD.

Weaknesses:
• TBD.

Opportunities:
• TBD.
Threats:
- TBD.

Tactics

Press Releases
DETAILS: TBD.

Editorial Review Meetings
DETAILS: TBD.

Overview Cutsheet
DETAILS: TBD.

Online/Website(s)
DETAILS: TBD.

Social Media
DETAILS: TBD.

Periodic eNewsletter
DETAILS: TBD.

Timeline

<table>
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<tr>
<th>Date</th>
<th>Event</th>
<th>Description</th>
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Budget

TBD.