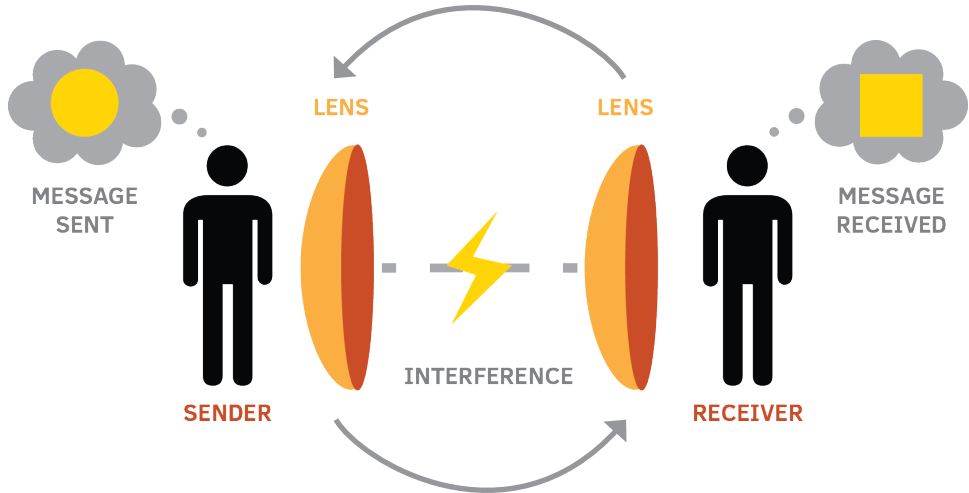


Remember! - Your audience has a 6-second attention span!



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PURPOSE	AUDIENCE	CONTENT	TOOL
INFORM – Providing information to your audience	Identifying your audience is key to determine the best content and tool to reach your audience.	Key messages: What are the top three messages you want your audience to know? Why does your audience care? What are you asking of your audience? What do I need for me? (WINFM) Ensure messages are short, sweet, and jargon-free.	When selecting a tool, consider the level of effort required to use the tool effectively and the audience reach, and then ask yourself, is this the best tool for my audience and purpose?
CONSULT – Obtaining public feedback			
INVOLVE – Working directly with the public throughout the process to address concerns and aspirations	Types of audiences include: general public, elected officials, neighbors, business owners, tenants, community groups, shippers, customers, and regulatory agencies.		Types of tools include: websites, email, newsletters, direct mail, earned and paid media, social media, briefings and outreach events
COLLABORATE – Partnering with the public in each aspect of the decision			
EMPOWER – Placing final decision-making in the hands of the public			



THANK YOU FOR ATTENDING!

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