

# COMMUNICATING HEP TO THE PUBLIC AND GOVERNMENT

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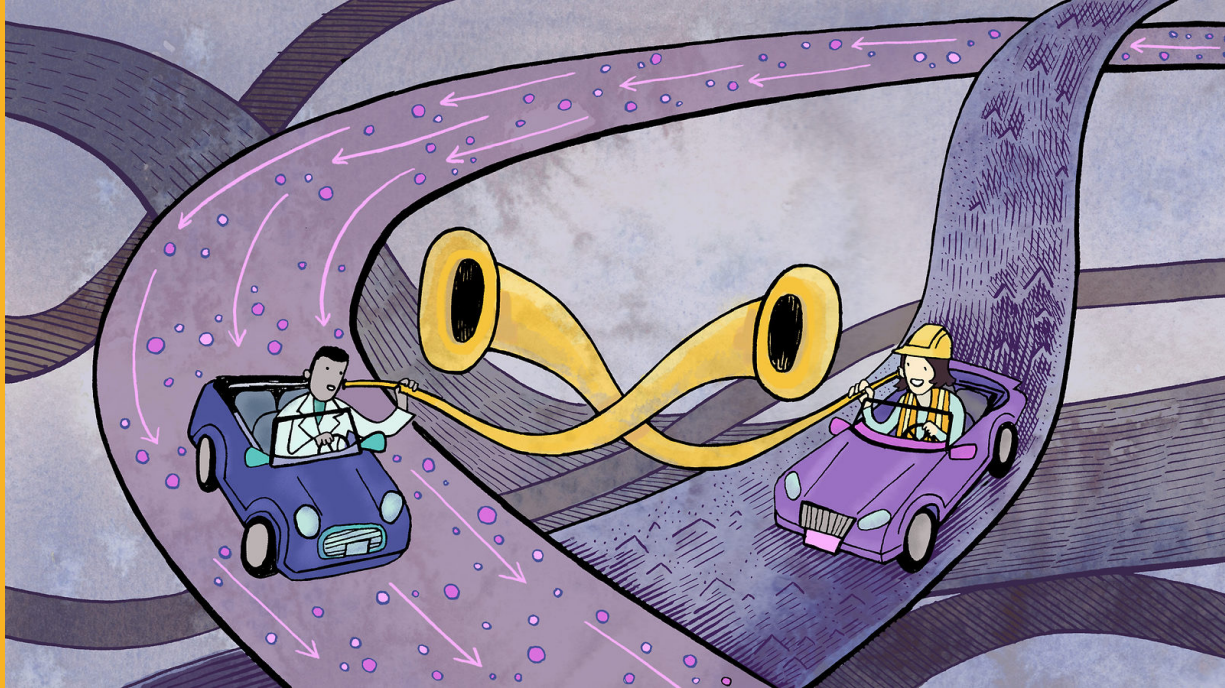
How to make a communication plan -  
Kathryn Jepsen, SLAC

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How to communicate with policymakers  
- Louise Suter, Fermilab

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Community outreach materials - Rob  
Fine, Los Alamos



# HOW TO MAKE A COMMUNICATION PLAN



# **WHAT QUESTIONS SHOULD A COMMUNICATION PLAN ANSWER?**

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- What is your overarching goal?

Example: Forge connection between laboratory and local community

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- What audience are you trying to reach?

Example: Local community

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- What do you want that audience to do?

Example: Visit the laboratory

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- What do you want that audience to do?
- What will be your strategy for convincing them to do it?

Example: Hold an Open House; work with community to plan it

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- What will be your strategy for convincing them to do it?
- What message do you want to get across?

Example: Laboratory is a part of the local community, local community is a part of the lab



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- What message do you want to get across?
- How are you going to get your message across?


Example: Go where local community gathers

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- What audience are you trying to reach?
- What do you want that audience to do?
- What will be your strategy for convincing them to do it?
- What message do you want to get across?
- How are you going to get your message across?
- What metrics will you use to measure success?

Example: At least 300 people visit laboratory Open House

# SAMPLE PLAN

- **Overarching goal:** Forge connection between laboratory and local community
  - **Audience:** Local community
  - **Measurable goal:** Visit the laboratory
  - **Strategy:** Hold an Open House; work with community to plan it
  - **Message:** Laboratory is a part of the local community, local community is a part of the lab
  - **How to reach audience:** Go where local community gathers
  - **Metrics:** At least 300 people visit laboratory Open House
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# SAMPLE PLAN

- Overarching goal
  - Audience
  - Measurable goal
  - Strategy
  - Message
  - Delivery method
  - Metrics
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