

Title:

Department:

Accompanying: Indicate the specific Report and Recommendation or a Memorandum that the Communications Plan is accompanying

Date:

Prepared by: (Name, title, and telephone local)

Communications Objectives

Clear, measurable statement of intended results including a deadline and assignment of accountability.

Background

Give the relevant, factual background information which led to the submission. This should be the communications-related background, and not repeat the background in the Cabinet document itself.

Issues

Critical issues identified through research findings, Key stakeholder assessment—who is pro/con, who might be endorsers/vocal critics, and Media scan—past headlines.

Target Audiences

Be comprehensive and specific. Each audience has different interests. The communication plan segments the respective interests of each of the target audiences to tailor the key message and the most effective communications methodology for each.

Key message

There should be no more than three key messages, and they should be brief. The key message is the theme with an objective, such as to inform the public, educate opinion leaders, generate debate, etc.

Talking Points

Prepared for the spokesperson.

Potential impact on other departments, agencies, etc.

Brand Connection

Strategic actions/Roll-out plan

The roll out plan should include

- recommended approach, timing, activities, and budget
- positioning, tone, lead spokespersons, minister's involvement
- media relations plan
- stakeholder and public awareness plan
- related government, internal communications
- communications tools/products expected

Recommended spokesperson

Evaluation

media monitoring, environmental scanning, inter-departmental feedback, stakeholder reports/publications, public/stakeholder consultations, feedback from local and regional government staff, and electronic and print correspondence from public

Sent to calendar

date

Approved by Managing Director:

Approved by Deputy:

Approved by Minister:

NOTES:

The Communication Plan must be prepared on 8 ½ X 14 paper using Arial 10-12.

The Communication Plan should be submitted to TPB only after it has been approved and signed by the Deputy Minister.

All aspects of this document may be subject to public access through the *Freedom of Information and Protection of Privacy Act*.

Communication Staff Procedure

1. Assess the initiative.
2. Involve the appropriate CNS managing director in developing the communication plan.
3. Draft the communications plan, prepared in consultation with senior department staff.
4. Forward the draft plan to the appropriate CNS managing director for approval. This should be done at least a week before the Cabinet document is submitted, when time allows.
5. Once approved by the managing director, seek deputy minister and ministerial approval.
6. The managing director will consult with the communications director in the Premier's Office after Cabinet, and provide feedback to departmental communications directors. Communications directors should also discuss the Cabinet decision with his or her minister, and any staff who attended.