

## Module 6: Effective Communications Agenda

*“This module will describe tactics for effective watershed outreach and social marketing campaigns. It will also offer suggestions for community engagement activities, with examples of how these have been utilized in Kentucky watersheds. Guidance on using social media to gain local attention and involvement will be discussed. Additionally, materials for this module will provide coordinators with helpful advice for organizing and conducting effective meetings and using efficient facilitation skills.*

### **September 30, 2020, 1:30PM to 3:00PM via Zoom**

- 1) *The Art of the Meeting (Steve Evans and Malissa McAlister)*
  - a. Preparing for an effective meeting
  - b. Meeting execution and facilitation skills and techniques
  - c. Disruptive Behaviors
  - d. Follow up

### **October 7, 2020, 1:30PM to 3:00PM via Zoom**

- 2) *Science of Science Communication (Steve Evans)*
  - a. Results of nationally representative survey of opinions on water
  - b. Models of science communication and behavior change
  - c. Evidence for need to shift from awareness to outreach
- 3) *Developing an Outreach Campaign: An Overview (Malissa McAlister)*
  - a. Overview of 6 steps outreach campaign Development process to be covered in successive presentations
- 4) *Step 1: Driving forces, goals, objectives, and behaviors (Malissa McAlister)*
  - a. Building overall framework for what the watershed campaign seeks to do

### **October 14, 2020, 1:30PM to 3:00PM via Zoom**

Pre-meeting: Choose one of your objectives from Step 1 to focus on during this presentation

- 5) *Step 2: Identify and Analyzing the Target Audience*
  - a. Selecting the target audience
  - b. Describing the audience and determining information needs
  - c. Developing audience profiles
- 6) *Viewing the Whole Audience: Inclusion and Reaching Underrepresented People (Shane Barton, CEDIK)*

### **October 21, 2020, 1:30PM to 3:00PM via Zoom**

- 7) *Social Survey Research Tools (Steve Evans)*
  - a. Conducting quantitative social survey
  - b. Conducting qualitative interviews, focus groups, and community forums, and direct observation
  - c. Social mapping
- 8) *Step 6: Evaluating the Outreach Campaign*
  - a. Process evaluation
  - b. Impact evaluation
  - c. Context evaluation

## **Module 6: Effective Communications**

### **Agenda**

#### **October 28, 2020, 1:30PM to 3:00PM via Zoom**

Pre-meeting: Choose one message to practice on with Message Box.

9) *STEP 3 – Creating the message (Steve Evans)*

- a. Principles for More Effective Communication
- b. Branding
- c. Using Compass Message Box

#### **November 4, 2020, 1:30PM to 3:00PM via Zoom**

10) *STEP 4 and 5 – Packaging and Delivering the Message*

- a. Compilation of some of the best Kentucky examples of each media type