

## **Communication Program Event**

**STEP ONE:**

**STEP TWO:**

**STEP THREE:**

1.

2.

**STEP FOUR:**

*Who are we talking to?*

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*What do we want them to do?*

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*What do we want them to think?*

•

*What obstacles stand in our way?*

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*What resources are available to deliver this communication?*

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*What areas of the state are we covering?*

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**STEP FIVE: Evaluation**

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**SUMMARY**