

DETERMINE YOUR MESSAGE

- A. Develop and create messages for multiple delivery methods
1. **Be able to adapt message to specific stakeholders.**
 2. **Focus message to highlight benefits to audience. Different audiences may include:**
 - a) School officials
 - b) School patrons
 - c) Business and industry with vested interest
 - d) Taxpayers
 - e) Parents and students
 3. **Use key data gathered from resources in your message that are easy to present, easy to understand, and demonstrate solutions to community needs.**
 - a) Select from data previously collected
 - b) Use appropriate data in accordance with local political climate
 4. **Analyze the message to identify possible criticisms that can arise. Anticipate potential opposition to your plan.**
 - a) Develop answers to counter arguments and quiet concerns.
 5. **Selecting Audiences**

Include presentations to the following as appropriate

 - a) Civic groups
 - b) Extension
 - c) Local agricultural/natural resource agencies
 - d) Local business & industry (ag and non ag)
 - e) Agricultural/commodity groups (ie: Farm Bureau)
 - f) Parent support / booster organizations
 6. **Potential presentation formats might include:**
 - a) Open forums
 - b) Community meeting
 - c) Listening session
 - d) News media
 - e) Formal presentation
 - f) Personal letter
 - g) Letters of support
 - h) Editorials