



Tool # 9

Question: How do we prepare for an earned and paid media education campaign?

Answer: A Communications Plan

A written communications plan will be invaluable in organizing a strategic education and media campaign. You will need a plan to target busy reporters and the media to pick up your story. Develop a plan that details how you want the media to cover the event. A well-thought out campaign can mean the difference between the public backing your regulation versus a confused public. Your complete plan may require no more than a couple pages and should include:

- Goals
- Messages
- Calendar
- Media list
- Sample letters and press release

Smoke-Free Task Force Contact:

Charlie Baase

Tobacco-Free Michigan Communications Manager

517-827-0020, ext.206

cbaase@tobaccofreemichigan.org