

DUPAGE COUNTY OFFICE OF HOMELAND SECURITY
AND EMERGENCY MANAGEMENT



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Communications Objective Worksheet

Event or Subject Summary

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Message Map

Main Points (2-3)

Story/Example/Description in Simple, Plain Language



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27 / 9 / 3 Template – 3 Messages / 9 Words Each/ 27 Words Total

Objectives/messages should be positive, particularly when they pertain to controversial or negative subjects. Critics and detractors will be contacted for their views. If the PIO does not present the positive aspects of what the organization has done/is doing well, no one else will.

Answers that work: (1) Contains a communications objective/message – brief, simple, plain language statement; (2) Presents the message *UP FRONT*; (3) Emphasizes people not programs; (4) Is story-like: Anecdotes have a beginning, middle, and end, and are people –oriented or relate to personal experiences; (5) Contains few negative words, is essentially positive; (6) Does not disparage any organization or individual.

What we know --- What we are doing & Why --- What you should do & Why