

Communications Plan for Marquette -Alger Great Start Collaborative



Developed by the Marquette-Alger Great Start Collaborative Communications Committee with assistance from the Great Lakes Center for Youth Development

Revised March 16, 2009

Communications Plan for Marquette Alger Great Start Collaborative

1. Goal of Communications

- a. To continually increase understanding and engagement in the work of the MA-GSC

2. Who are the audiences? (Prioritized)

- a. All families of Marquette and Alger Counties – All parents and guardians of children ages pre-birth to 5 years.
- b. General Public – All community members in the Marquette and Alger Counties region, including teachers and caregivers
- c. Parent Coalition Members
- d. Potential Collaborative Members, Donors, Sponsors – Community members cultivated to join the collaborative effort to provide a great start for every child in Marquette and Alger Counties
- e. Internal Collaborative Body – members of the collaborative and collaborative committees

3. Communication Messages

a. A Great Start for Every Child (Primary overriding message)

- i. All families: Parents and guardians are a child's first and most important teachers and providers of early childhood needs.
- ii. General Public: The promise of a great start for every child is a community wide effort
- iii. Parent Coalition Members: You are an essential part of a diverse, Marquette - Alger county network of people who support parents and guardians of children pre-birth to 5 years
- iv. Potential Collaborative Members, Donors, Sponsors: Marquette and Alger Counties: A great child makes a great family member, a great employee, a great community ...
- v. Internal Collaborative Body – Give time and passion to the vision of providing a great start for every child in Marquette and Alger counties

4. Communication and Dissemination Strategies

a. Data Collection, Analysis & Reporting

- i. Develop clear message of benefits to Marquette –Alger communities in collecting data
- ii. Public announcement and call to action for collection efforts
- iii. Use of other data and information to support need
 1. ECIC data for each of five competency areas
 2. Supportive Kids Count in Michigan data

3. Supportive data from 40 Developmental Assets/Profiles of Student Life: Attitudes and Behavior Survey results data
- b. The Strategic Review
 - i. Create The Status of Young Children in Marquette and Alger Counties Report
 - ii. Initial Release Event Internal
 - iii. Initial Release Event Public
 - iv. News Release
 - v. Media Opportunities
 1. Radio interviews, taped and live
 2. TV Interviews
 3. Marquette Monthly story pitch
 4. Report inserts, Munising News and Mining Journal
 - vi. Group Presentations
 1. Service Clubs
 2. Parent Groups
 3. Local Government Units
 - vii. Website Resources
 1. Reports for download
 2. Press releases and coverage
 - viii. Ongoing Efforts
 1. Distribute report or direct people to the website version whenever applicable
- c. The Early Childhood Infrastructure Review
 - i. Report of Infrastructure Review Completed by Strategic Planning Committee
 - ii. Initial Release Event Internal
 - iii. Initial Release Event Public
 - iv. News Release
 - v. Media Opportunities
 1. Radio interviews, taped and live
 2. TV Interviews
 - vi. Group Presentations
 1. Service Clubs
 2. Parent Groups
 3. Local Government Units

- vii. Website Resources
 - 1. Reports for download
 - 2. Press releases and coverage

5. Communication Channels

- a. See Addendum for list of Marquette-Alger media outlets and contacts
- b. Television (coverage of events, M-AGSC is a media resource for stories on early childhood issues)
 - i. TV6
 - ii. ABC 5 & 10
 - iii. WNMU Public TV 13
- c. Radio (news coverage, public service announcements or PSAs)
 - i. WMQT-FM/WZAM-AM
 - ii. WUPX-AM/FM
 - iii. WDMJ-AM, WJPD-FM, WIAN-AM, WNGE-FM
 - iv. WGLQ-FM/WCMM-FM
 - v. WHWL-FM
 - vi. WNMU-FM
 - vii. WFXD-FM/WKQS-FM/WHCH-FM/WQXO-AM
- d. Newspapers (news releases, photos/cutlines, editorial page items such as op-ed columns, letters, calendar items, advertisements)
 - i. Munising News
 - ii. Marquette Monthly
 - iii. Mining Journal
 - iv. Great Lakes Mariners
 - v. Porcupine Press/UPMag
 - vi. Action Shopper
 - vii. U.P. Catholic
 - viii. Grand Marais Gazette
 - ix. Gwinn Quarterly
- e. Web sites
 - i. www.greatstartma.org
 - ii. Reciprocal links with collaborative members/community partners
 - iii. Online community calendars
- f. Community centers

- g. Community events
- h. Laundromats
- i. State, federal and municipal offices
- j. Schools, colleges, vocational and training centers
- k. Libraries
- l. Recreation centers
- m. Community nonprofit offices
- n. Transportation stations/depots (airport, bus)
- o. Supermarkets
- p. Fast food restaurants
- q. Literature racks
- r. Newsletters
- s. Banks/credit unions
- t. Other public gathering places

6. Communication Activities

- a. MA-GSC Events
- b. Community Events
 - i. January – UP Children’s Coalition event, Marquette
 - ii. February – Kaleidoscope, Marquette
 - ~~iii. February – Trenary Outhouse Races~~
 - iv. March – UP Builders Show, Marquette
 - v. March - Marquette County Community Baby Shower
 - vi. March – Learning to Walk Together Community Pow Wow, Marquette
 - vii. April – Alger County Home/Sport/Craft Show
 - viii. May – Star Power Day, Lansing and local venues
 - ix. May - Alger County Health Fair
 - x. June – Munising Bay Arts Festival
 - xi. June – Great Lakes Rodeo, Marquette
 - xii. July – Sails on the Bay Maritime Festival, Munising
 - xiii. July – Blueberry Fest, Marquette
 - xiv. July/August - Alger County Fair
 - xv. August – Grand Marais Music and Arts Festival

- xvi. August - Marquette County Fair
- xvii. September – U.P. Legislative Education Summit, Marquette
- xviii. September – Tour da Valley Youth Bike Event, Munising
- xix. September – Kitch-Miniss Jiingtamok (Pow Wow), Munising
- xx. October – Munising Arts and Crafts Fair
- xxi. December – Munising Christmas Open House
- xxii. Grandparents Awareness Dinner, Munising
- xxiii. Alger County Community Baby Shower (CANNOT FIND INFO ON THIS)
- c. Web links
- d. One-on-one meetings
- e. Presentations to community groups

7. Resources to Support Activities

- a. News releases/ Photos with cutlines
- b. Fliers and brochures
- c. Opinion editorials
- d. Letters to the editor
- e. Public service announcements
- f. Web pages
- g. Reports to the community
- h. Talking points outline
- i. PowerPoint presentation
- j. Information from ECIC Policy Affairs office

Communications Activity Planning Worksheet

Activity:

What are the short-term and long-term goals for the activity?	Short-term goals:		Long-term goals:	
What is your timeline for completion of the effort:				
What are your key communication messages? (no more than three)	1.	2.	3.	
What materials and activities will best disseminate these messages?	1.	2.	3.	
What are your team and financial resources?	Team:		Financial:	
How will you involve media?				
What specific roles are assigned to Collaborative spokesperson/people?				
What roles will other Collaborative members play?				
How will this communications activity be evaluated?	Method of evaluation:		Communication/discussion/action based on evaluation results:	

Communications Activity Planning Worksheet (SAMPLE)

Activity: Presentation on MA-GSC to Rotary Club

What are the short-term and long-term goals for the activity?	Short-term goals: To educate Rotary members on efforts and importance of Collaborate activities and objectives	Long-term goals: To instill importance of community-wide engagement in MA-GSC work; cultivate prospective community partners, collaborative members	
What is your timeline for completion of the effort:	Meeting date: Jan. 5, 2009 Follow up with prospective partners: Jan. 9, 2009		
What are your key communication messages? (no more than three)	1. "A Great Start for Every Child"	2. The promise of a great start for every child is a community wide effort	3.
What resources and activities will best disseminate these messages?	1. Talking Points, PowerPoint presentation	2. MA-GSC brochure (at meeting)	3. The Status of Young Children in Marquette and Alger Counties Report (for follow up with interested parties)
What are your team and financial resources?	Team: Collaborative member in Rotary Club or with Rotary contact	Financial: Per piece cost of brochure and report; cost of Rotary meal	
How will you involve media?	Take photograph at presentation and submit to local print media with cutline.		
What specific roles are assigned to Collaborative spokesperson/people?	Make presentation at meeting, answer questions about MA-GSC		
What roles will other Collaborative members play?	Word of mouth on presentation; opportunities for presentation to other community groups		
How will this communications activity be evaluated?	Method of evaluation: Capture information on requests for more information from Rotary members	Communication/discussion/action based on evaluation results: Review activity and outcomes at Communications Committee meeting; discuss opportunities for follow up action; discuss ways to improve similar activities in the future	

Communications Work Plan

Activity	Assigned To	Deadline	Status	Notes
Initial Steps				
Development and launch of www.greatstartma.org	Andrea Otis		In progress	
Assessment	Kathy Lammi			
The Status of Young Children in Marquette and Alger Counties Report		7.09		
Communications Plan	Kathy Lammi	3.31.09	In Progress	Ann Gonyea of GLCYD preparing plan
Strategic Plan				
Media Relations				
Press Release Announcing Collaborative	Kathy Lammi		Done	Ran in Mining Journal
Press Release and media contact regarding Star Power Day		5.09		

Activity	Assigned To	Deadline	Status	Notes
Community Relations				
Kaleidoscope	Deana Comstock	2.21.09	Done	Two people staffed the booth, next year need 3-4. Need more space for activities, two tables. Make every duck a winner.
MA-GSC Brochure		4.09		
Release regular monthly press releases and calendar items to appropriate media		ongoing		
Talking points	Andrea Otis, Ann Gonyea	5.09		Tool for collaborative members; use in community presentations opportunities
Updating of www.greatstartma.org	Andrea Otis	Ongoing	Start post-launch	
Reciprocal website links	Collaborative members	Ongoing		
Public Presentations	Collaborative members	Ongoing		
Brochure distribution		Ongoing		
PowerPoint Presentation				Tool for collaborative members; use in community presentations opportunities
Parent Coalition		Ongoing	In progress	First meeting of coalition held in Feb. 09
SAGE (Setting a Good Example) Awards	Kathy Lammi	3.31.09		Awards to parents caught by collaborative members in moments of great parenting; ask business community for donations for awards
Disseminate information from ECIC Policy Affairs Office to appropriate people	Kathy Lammi	Ongoing		

