

Sample Communication Plan Form

Team:

Provide an overview of the Communications Plan.

Define the central theme or controlling idea.

Pose the main question or narrative inquiry.

Specify the intended call to action.

Explain the rationale and goal of the feature story, its relevance to the audience, and its alignment with the mission of FFA New Horizons magazine.

Explain the rationale and goal of the magazine layout, its relevance to the audience, and its alignment with the mission of FFA New Horizons magazine.

Explain the rationale and goal of the broadcast production piece, its relevance to the audience, and its alignment with the mission of FFA New Horizons magazine.

Explain the rationale and goal of the social media plan, its relevance to the audience, and its alignment with the mission of FFA New Horizons magazine.