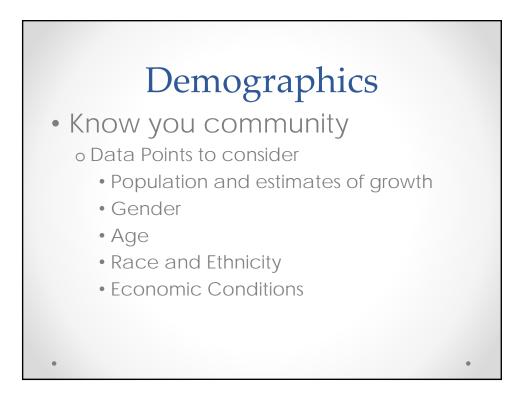
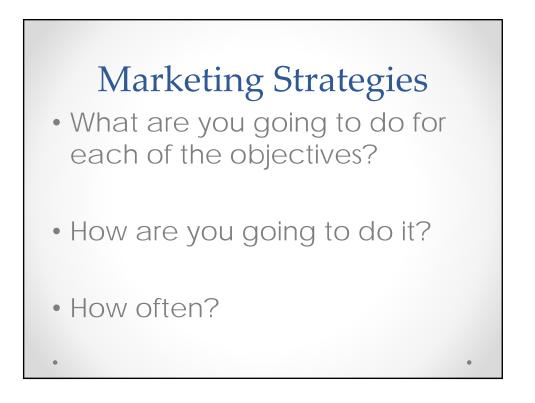




- Not to be confused with goals
- Examples
 - Expand and promote positive communication with customers
 - o Increase resident access to and awareness of programs and events
 - Reduce barriers to access for underserved populations



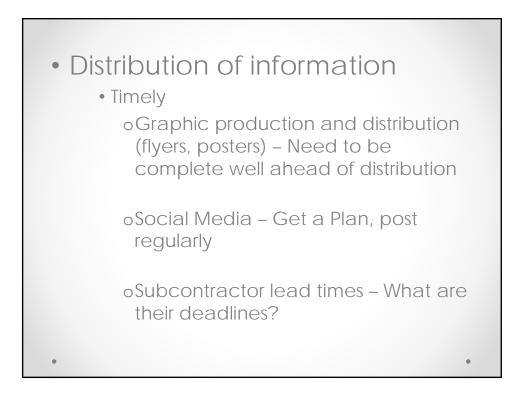


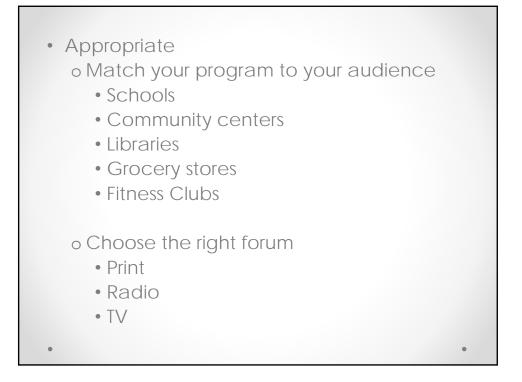














The 5 W's

Common approach

Who?

 Who is having the event
 Who is the sponsor
 Who should come

What ?

 What is the program, event, message
 Don't just say the name and assume everyone knows what your talking about

