



The First Ten Plays

DEVELOPING A PUBLIC OUTREACH PROGRAM*

- **Have specific, clearly stated goals that attempt improvement of existing conditions, yet are realistic and achievable.**
- **Identify appropriate audiences, and address the needs of those audiences. Don't build a "one size fits all" approach. Allow for flexibility of approaches.**
- **Identify outcomes that are measurable. These are real numbers, not merely impressions, beliefs, or assumptions.**
- **Include a timeframe for accomplishing objectives. Set specific milestones for activities and program elements, with assignments by name.**
- **Leverage or build on other public outreach efforts rather than duplicate existing resources. Build a team, for instance, of other public information officers in the community to meet regularly, and to share strategies and projects.**
- **Involve other stakeholders who can enhance your credibility and impact.**
- **Include a budget and funds to sufficiently complete the proposed work.**
- **Include plans for sufficient staffing.**
- **Create something of enduring value. Make outreach an enduring effort—not just a pet pilot project because of a single year's grant.**
- **Include a plan to evaluate the success of the project. This should be tied to a long-term strategic plan for at least a five year period.**

** These are not listed in order of importance but as a group of materials that will increase the possibility of positive outcomes.*

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