

RESEARCH COMMUNICATIONS 101:

Building a Research Communications Plan

STUDY OR RESEARCH LINE

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TARGET AUDIENCE(S)

BRAINSTORM: 1. 2. 3. 4. 5.	PRIMARY AUDIENCE CHARACTERISTICS:
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KEY MESSAGE (AUDIENCE + PROBLEM + BENEFIT)

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PUBLIC ENGAGEMENT OPPORTUNITY

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TIMELINE & RESPONSIBILITIES

Week	Dates	Activity	Person Responsible

DESIRED OUTCOMES

1. 2.

EVALUATION METRICS

1. 2.
