



Communication Planning Worksheet 5: Identify your Messengers

❖ List individuals who will best connect with your audience(s) and state why you think they will appeal to and/or connect with your audience. I.e. How will this messenger reach your audience?

Example objective: *Engage 30% of fishers from Ville and St. Coral in the decision-making process to establish a new MPA for Klemit Reef Atoll by 2020.*

Audience	Messenger(s)	Audience Perception of Messenger
<i>Lobster fishers from St. Coral</i>	<i>Example: Prominent fishing boat captain from St. Coral who has seen the benefits of MPAs first hand.</i>	<i>Most St. Coral fishers look up to this captain. He is an excellent fisherman with a reputation for being hard-working, honest, and humble.</i>

Audience	Messenger(s)	Audience Perception of Messenger

This worksheet has been developed based on the Smart Chart strategic communications planning tool from Spitfire Strategies. To learn more, visit: reefresilience.org.