

Term Paper:

Communication Plans

1. 5 Pages each double spaced
2. Due at 4 pm on brightspace
3. Times new roman 12pt
4. First comms plan: the death penalty in canada should be reinstated
5. Second comms plan: the death penalty should never be reinstated in canada

Very specific to Canada

Points for both:

1. Use information to try and convince someone
2. 6 different components:
 - a. Background statement: 1 page maximum
 - i. who , what, when, where, and why
 1. Telling whoever is reading why you're writing this
 - b. 3 Communication objectives:
 - i. 1 and why?
 - ii. 2 and why?
 - iii. 3 and why
 - c. 3 strategic considerations
 - d. Target audience(s) and Spokespeople or person and why
 - e. 3 principle communication messages
 - i. Length: 1 breath
 - ii. 3 main that we're pushing out, the strongest we can think of
 - f. 1 page media analysis table

Examples IN RED: (FOR THE DEATH PENALTY)

3. 6 different components:
 - a. Background statement: 1 page maximum
 - i. who , what, when, where, and why
 1. Telling whoever is reading why you're writing this
 - ii. Who was the last person who died and when
 - iii. The number of repeat criminals
 - iv. Why was it abolished, and why is it different now
 - v. Current statistics, overcrowding in jails, cost of people incarcerated for life
 - vi. Violent crimes committed against children, or people who cannot defend themselves (old people, disabled people)
 - b. 3 Communication objectives:
 - i. examples

1. Educated people about the possible benefits
 - a. Saving money saving people
 2. To raise public support for it
 3. For people to start critically thinking about it
 4. "Chilling effect" in criminals and saving lives
 5. Giving a voice to people who don't have one
- c. 3 strategic considerations
- i. Political strategic considerations
 1. The son of the PM who banned it is currently vice president
 - a. Good or bad?
 - b. Medium of communication: Social media?
 - c. Who is the demographic?
 - d. Culture & Context
 - i. Culture and communication is linked
 - ii. Accepted in some cultures but not in others
 - e. International relations
 - i. Maybe considered a violation against human rights
 1. (maybe the US might take offense if we campaign about how its bad)
 - ii. Saliency of the issue - Current events: if there's known fugitive killing kids for example
 - d. Target audience(s) and Spokespeople or person and why
 - e. Not university students - prisons are funded by tax payers
 - i. Aka target tax payers
 - ii. Target religious leaders
 - iii. Targets of families of victims (or people incarcerated)
 - iv. Spokespeople
 1. Parent of a murdered child
 - a. Maybe who went viral?
 2. Warden who works in a prison
 3. Psychiatrists or a therapist
 - a. Might be able to explain how people who repeat violent crimes can't be fixed
 4. Police officers, judges, justice leaders
 - f. 3 principle communication messages
 - i. Length: 1 breath
 - ii. 3 main that we're pushing out, the strongest we can think of
 - iii. And eye for an eye
 - iv. "Some people just can't be rehabilitated"
 - v. "Saves money and people"
 - vi. "Justice must be served"
 - g. 1 page media analysis table

- i. Page 97 of the POR book

Communication objectives example: Against the death penalty: More visible minorities are incarcerated, even though they make up less of the population Lower income, can't afford to pay for proper representation