

Appendix A.

A 10-Step Guide to Creating a Public Information Plan

1. What are you trying to achieve?
2. What is the environment in which you're trying to achieve it?
3. Who do you need to reach and why?
4. What do you need to tell them?
5. How do you tell them?
6. When do you tell them?
7. Who tells them?
8. What budget and resources will you need to carry out your plans?
9. Who will carry out your plan?
10. How will you know whether your plan worked?

Courtesy of the Wisconsin Department of Natural Resources.