

PPERRIA Communications Plan - Communications Committee

Examples of Audience Definitions & Communications Objectives

- Andy Mickel, 2009-07-02

The Communications Matrix put together by Lois Willand last month cross-referenced various **Media** with **Audience types**.

Building on this information in two examples, let's examine the media of: E-list and PPERR Website.

For **E-list**,
audience definitions are:

Neighbors - Over 400 people in the Prospect Park East River Road neighborhood who have submitted E-mail addresses to get on this list at no cost.

PPERRIA Members - People in households who have signed up with a form to belong to PPERRIA -- about 175 - 250 people.

PPERRIA Executive Committee members: a subset of PPERRIA Members - 4 officers + a dozen or so committee chairs.

PPERRIA Board of Directors: a subset of PPERRIA Members - 40 people serving 2-year terms.

Alums - Former neighborhood residents who still want to stay in touch with their old haunt.

communications objectives are:

1. Publish timely news bulletins of item of interest to neighborhood residents, such as events in the neighborhood, lost pets, crime statistics, meeting notices of organizations whose agendas or action items affect some aspect of the neighborhood (public hearings, university committees, environmental impacts, etc.)
2. Regular postings of recurring or periodic events, such as : monthly online PPERRIA newsletter now available, monthly PPERRIA meeting, etc.
3. Requests for information about a subject that would interest the larger community, such as: "What is the status of the Wi-Fi deployment in Prospect Park?"
4. Etc.

For the **PPERR Website**,
audience definitions are:

Neighbors - All people residing in the Prospect Park East River Road Neighborhood.
It's their local website.

Other Twin Cities neighborhood residents, particularly ones nearby in Mpls/ and St. Paul.

Former residents around the world who want to read about the neighborhood, or show others

where they used to live.

Ourselves - all PPERRIA-involved people, particularly ones who are volunteering on projects or working in areas which have webpages addressing their work.

communications objectives are:

1. Notices of timely neighborhood events, PPERRIA meetings, etc.
2. Documentation about our sense of place and history.
3. Lists of Neighborhood Groups and Organizations, Neighborhood Services, Government Services, Social Services, etc.
4. Reference, comparison, cross-linking information with and among other neighborhood websites.
5. One-stop reference on Luxton, Pratt, Tower Hill, PPERRIA archives, NRP, Historical District, etc.
6. Moderated Blog on Hot Topics and (relatively new) information from E-Lists which do not list individuals' names, but which have more than ephemeral quality.
7. etc.