



Communications and the Chehalis Basin Strategy

Pyramid Communications

Sept. 7, 2023



PLAN

- Warm-up
- Audience Strategy—Who, How, What?
- Messaging and Resources

WARM-UP

Go to www.menti.com and enter the code **33 49 35 76**.

Don't answer just yet!



AUDIENCE STRATEGY: WHO? HOW?

- **Who:** Let's look at our current priority audiences.
- **How:** Let's look at the ways we can best reach them.

Use your dots to indicate greatest impact.

	Basin residents	State and federal legislators/ Gov. office	Local governments	Strategy partners
Site tours				
Briefings and 1:1 meetings				
Community meetings and events				
Digital: Social and e-newsletter				
Local media				
Printed mailers				

Guidelines

- Use your dots however you'd like
- You do not have to use all of your dots
- You cannot place more than one dot per box

AUDIENCE STRATEGY: WHAT?

For each audience group, let's answer:

What is the top thing that this audience most wants to know about the Strategy?

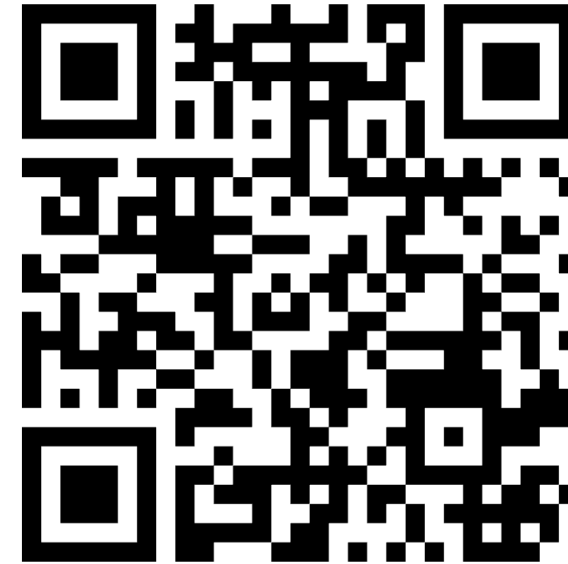
LET'S PLAY A GAME!

MESSAGING AND RESOURCES

- How well do you know the Chehalis Basin Strategy?

Go to www.menti.com and use code:

82 30 90 7



MESSAGING AND RESOURCES

- What are the specific facts, stats, or messages that you wish you had readily available?

MESSAGING AND RESOURCES

- What materials are you using in outreach that you're finding to be valuable?
- Are there any additional materials that you wish you had?

THANK YOU!

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www.chehalisbasinstrategy.com/project-partners/

