	WORKSHEET #1 DEFINE COMMUNICATIONS PLAN COMPONENTS			
	OBJECTIVES			KEY MESSAGES
1				1
2				2
3				3
J	Sample objective: Encourage riders to acquire and/or practice their skills.			
	sumple objective. Encourage maers to acquire ana/or practice their skins.			4
	Sample objective: Be present in the novice driver community and facilitate new discussions.			5
	AUDIENCE	STRATEGY		RANK TACTICS
1			Sample strategies:	
2			Driver education	
3			Continuing education	
4			Community support	
5			Collaboration	
6			Partnership	
7			Best practices	
8			Esprit de corps	
9			Compliance	
10			Awareness	