

# Communications Issues

Issue 07

*A Community Service of Harley House Consultants Inc.*



## Continuous Communications Evaluation Step 3 – Development (Part 4 of 6)

### Introduction

At Harley House Consultants Inc. we believe in continuous evaluation. In the June edition we introduced readers to the concept of Continuous Communications Evaluation. In this issue we outline how to evaluate during the Development Step. Over the next two editions of *Communications Issues*, we will explore how to embed evaluation into the final steps of the communications management process. Each issue provides the reader with a brief description of the evaluation process and includes useful checklists. The October issue will deal with Step 4, Delivery.

### Step 3 - Development

This edition explores the types of evaluation issues that would be examined during the Development Step of the Communications Management Process. The purpose of evaluating during this step is to ensure that communications activity/program integrates objectives, messages, and communications techniques, and pre-tests components to ensure maximum impact.

#### Production Schedule and Budget

During the planning phase of the activity, some preliminary thought will have been given to the schedule and budget for the activity. It is at this phase that a detailed budget and schedule must be prepared that provides the basis with which to monitor and assess the progress of the activity through the development phase.

#### Assessment of Creative Components

The basis for development of the creative components will have taken place during the planning phase. As the components are being developed, the following points should be taken into consideration:

- whether the overall content matches the objectives of the activity;
- whether the production is on schedule;
- whether the production is on budget;
- whether all individuals involved in the production of the activity have been briefed on the communications plan;
- whether the test and visuals have been analyzed to make sure the target audience will find them clear, interesting, and informative or persuasive; and
- whether the activity has received all the required approvals.

A pre-production test of the concept of major activity is recommended. Such a pretest can include:

- focus groups with the target audience;
- peer review; and
- review by originator and management

The purpose of the pretest is to ensure that:

- the activity meets the objectives of the originator and senior management;
- the originator and senior management are satisfied with the creative components of the activity (e.g. images, colours, text); and
- the target audience receives the intended message.

To aid in evaluating development activities, the Step 3 - Planning Checklist provided on the following page.

For more information on how Harley House Consultants Inc. can assist you in:

- Managing internal and external relationships with key stakeholder groups; and
- Improving the effectiveness of your organization's communications and consultation programs,

Please contact Dale Harley at 613-882-5684, or email [dale@harleyhouse.com](mailto:dale@harleyhouse.com)

*Making Communicators Better Managers—Making Managers Better Communicators*



## 2. Continuous Communications Evaluation Step 3 – Development (Part 4 of 6)

Criteria	Yes	No
1. Have the intended audiences been identified?	<input type="checkbox"/>	<input type="checkbox"/>
2. Has the best message to reach each audience been defined?	<input type="checkbox"/>	<input type="checkbox"/>
3. Has the best medium to communicate the intended messages been identified?	<input type="checkbox"/>	<input type="checkbox"/>
4. Can this medium be effectively tied in with another medium?	<input type="checkbox"/>	<input type="checkbox"/>
5. Should this message be tied in with another message?	<input type="checkbox"/>	<input type="checkbox"/>
6. Has the timing been identified?	<input type="checkbox"/>	<input type="checkbox"/>
7. Is the audience large enough or significant enough to warrant the action?	<input type="checkbox"/>	<input type="checkbox"/>
8. Will the strategy or plan of action meet the requirements of the audience?	<input type="checkbox"/>	<input type="checkbox"/>
9. Does the strategy or plan of action support the overall objectives of the CIO?	<input type="checkbox"/>	<input type="checkbox"/>
10. Given the audience, is the proposed content and format appropriate?	<input type="checkbox"/>	<input type="checkbox"/>
11. Will this medium reach the audience?	<input type="checkbox"/>	<input type="checkbox"/>
12. Has the overall strategy and its individual components been pre-tested using:	<input type="checkbox"/>	<input type="checkbox"/>
▪ Focus groups	<input type="checkbox"/>	<input type="checkbox"/>
▪ Peer review	<input type="checkbox"/>	<input type="checkbox"/>
▪ Reviews by originator/management	<input type="checkbox"/>	<input type="checkbox"/>
13. Did the pre-test reveal:	<input type="checkbox"/>	<input type="checkbox"/>
▪ The activity meets the objectives of the CIO	<input type="checkbox"/>	<input type="checkbox"/>
▪ Creative components are effective	<input type="checkbox"/>	<input type="checkbox"/>
▪ The target audience understands and believes the messages	<input type="checkbox"/>	<input type="checkbox"/>

## Public Environmental Analysis

