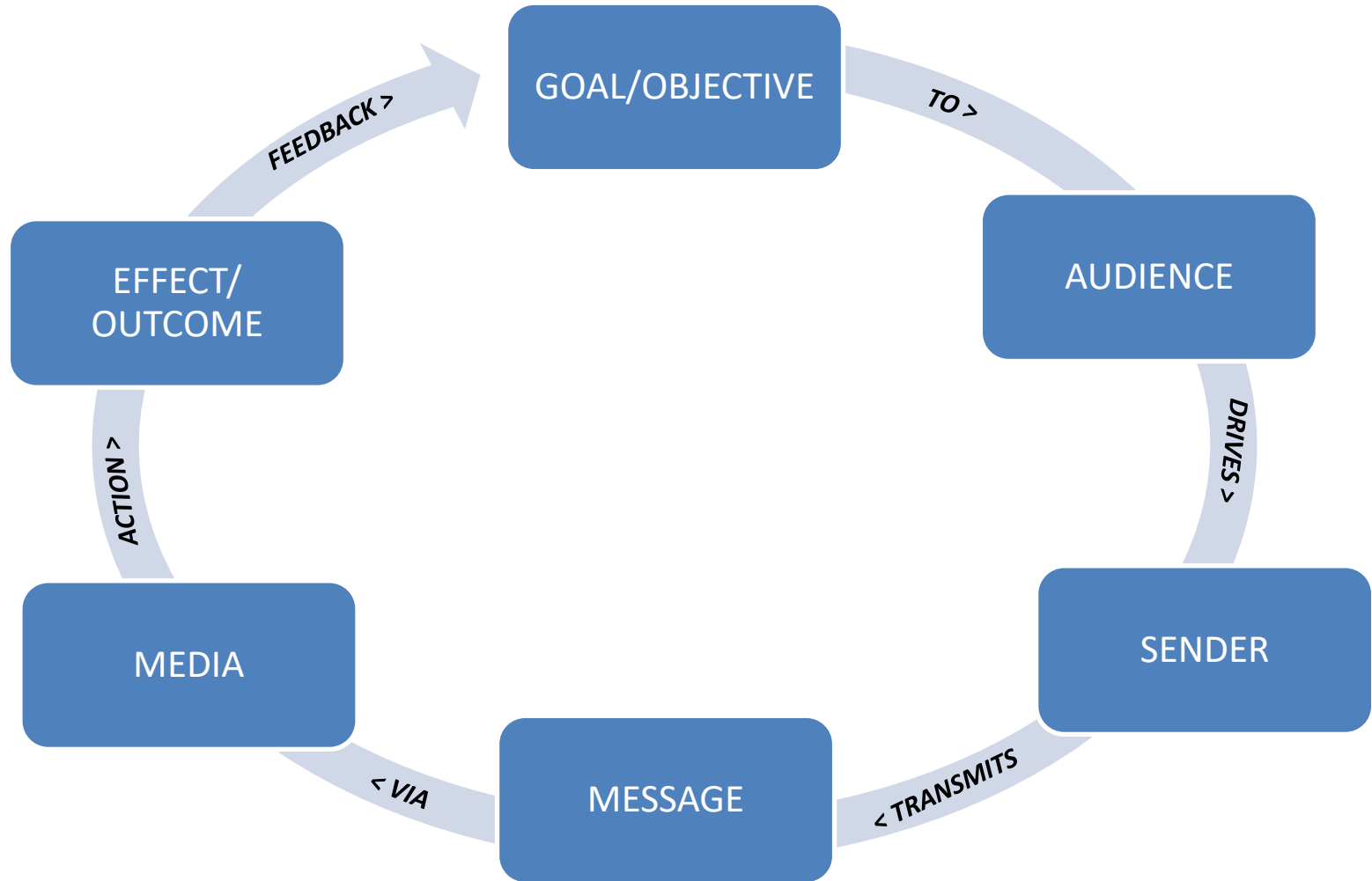


# COMMUNICATIONS MODEL



<b>INTEROGATIVES</b>	<b>MODEL</b>	<b>EXPLANATION</b>
<b>WHY: OBJECTIVE</b>	<i>#1 GOAL/OBJECTIVE</i>	What is your quantified, empirical goal? (behavioral or attitudinal?) 1-Info processing (positive reinforcement-Pavlov); 2- Risk reduction (opposite); 3-Involvement-distinction approach (importance of choice/make unimportant distinctions important); 4- Agenda Setting Effect (top of mind); 5-Comprehensive Model (consumer decision-making model)
<b>TO WHOM: THE TARGET</b>	<i>#2 AUDIENCE</i>	Segments (demographic, psychological, behavioral, etc)
<b>WHERE: LOCATION</b>	<i>#2 AUDIENCE</i>	Where is audience you are trying to reach?
<b>WHO: SOURCES</b>	<i>#3 SENDER</i>	Who presents? Organization vs individual, news, announcer; needs consistency
<b>WHAT: MESSAGE CONTENT</b>	<i>#4 MESSAGE</i>	The message (usually includes The Tease, The Please, The Seize)
<b>HOW: MEDIUM/VEHICLE</b>	<i>#5 MEDIA</i>	PR, Speeches, Presentation, Advertising, Display, etc.
<b>WHEN</b>	<i>#5 MEDIA</i>	Timing, season; Mode of presentation (crescendo, saturation, regularly), frequency, rate
<b>WITH WHAT RESULT</b>	<i>#6 EFFECT OUTCOME</i>	Measure results, <i>vis-a-vis</i> empirical goals