



Communication Planning

Internal & External Audiences

Every district serves a multitude of audiences. List the primary audiences that make up your district (internal and external). Clearly, students and parents must be central to the planning. It is recommended that students fall under the internal audience. Parents are such a vital component of the plan that they likely will have their own subgroup.

Internal Audiences

1.	2.
3.	4.
5.	6.
7.	8.
9.	10.

External Audiences

1.	2.
3.	4.
5.	6.
7.	8.
9.	10.
11.	12.
13.	14.
15.	16.

Parents

1.	2.
3.	4.
5.	6.
7.	8.
9.	10.