



Strategic communication planning: A workbook for Garrett Lee Smith Memorial Act state, tribal, and campus grantees

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Information

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Author: Communications Resource Center

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See This Resource

[Garrett Lee Smith Workbook \(352.69 KB\)](#) [1]

This manual uses the 8-Step Communication Planning Model to provide a blueprint for site-specific, actionable communication plans. The model is based on the theory and practice of social marketing, which adapts commercial marketing techniques

Links within this resource

[1] <https://sprc.org/sites/default/files/migrate/library/GLSWorkbook.pdf>

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