

Regional Partnership Committee
Draft Communication Plan- January 19, 2005

Purpose:

The purpose of this plan is to ensure that all Appalachian Trail constituencies in the Mid-Atlantic Region are kept informed of the activities of the Regional Partnership Committee.

Constituencies:

- * A.T. Trail maintaining clubs
- * Chair Stewardship Council
- * Agency partners- as applicable
- * A.T. hikers

Methods of Communication:

A variety of approaches can be used to communicate the activities of the RPC and obtain feedback. The emphasis will be on a website and e-mail, but other means may also be used.

*E-mail This is the preferred approach for general updates for most of the constituencies. E-mail may also be used in conjunction with the website. Notices can be sent with links to the website.

*Website A website can serve as the primary source of information for clubs, hikers, members and partners

*Meetings Verbal updates can be provided as appropriate at meetings with clubs and other partners.

* ATN The Appalachian Trailway News can be used to keep the general membership informed of developments.

*The Register This newsletter can be used to keep clubs, trail maintainers, hikers and others informed.

*Club Newsletters Club Newsletters are an excellent resource to keep club members informed.

Agency Partners RPC can maintain an e-mail distribution list of state and federal Agency partners.

Implementation

The key elements of this plan will be designating the person who will write the information to be disseminated and the person who will review and edit the material and determine the appropriate audience and venue.