

Communications Strategy: Desired Result (In Priority Order)	Products	Channel	Lead	Audience							
				Legislators	Local Elected Officials	State CJ Organizations	Victims	General Public	Local Non-EBDM CJ Professionals	State CJCC Professionals	EBDM County Professionals
5. State and Local EBDM Teams can respond to a critical incident	Critical Incident Response Protocol	Assemble group of state/agency PIOs to develop plan	Agency PIOs, State EBDM Team, Marketing TA and DOJ Staff	X	X	X	X	X	X		
6. Capacity Builders and EBDM teams have been developed to share information about EBDM and its impact	EBDM Toolkit, EBDM and Change Target Position Papers, Non-Decision Point Position Papers (LE Contact, Risk and Needs Assessment, Pretrial Release, Bail Reform, Behavior Response) Marketing Plan, Presentations	EBDM lead and team spokesperson	Capacity Builders, State EBDM Team, Outreach and Communication Subcommittee, and DOJ Staff			X		X	X		
7. State EBDM Legislative members lead support in Legislature	EBDM and Change Target Position Papers, Marketing Plan, Presentations, Scorecard, Non-Decision Point Position Papers (Pretrial Release and Bail Reform)	CJCC website, email, individual meetings, State Capitol Presentation	State EBDM Team, DOJ and SPD LLs	X							

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8. CJ Stakeholders support implementation of EBDM by September 2018	All Position Papers, scorecard, Marketing Plan and Presentations	CJCC website, email, listserv, conferences	Capacity Builders, State and Local EBDM Teams, Outreach and Communication Subcommittee, and DOJ Staff			X				X		
9. Community members surveyed support implementation of EBDM by September 2018	EBDM and Change Target Position Papers, Marketing Plan and Presentations	CJCC Website, Presentations, Forums	Capacity Builders, State and Local EBDM Teams, Outreach and Communication Subcommittee, and DOJ Staff					X				

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10. The number of Local CJCCs in Wisconsin is increased	Capacity Builder Toolkit, CJCC Toolkit, Marketing Plan, Presentations	CJCC Website, Presentations, Forums	Capacity Builders, State and Local EBDM Teams, Outreach and Communication Subcommittee, and DOJ/Courts Staff							X		
11. The number of counties with CJCCs implementing EBDM is increased	Capacity Builder Toolkit, EBDM Toolkit, Marketing Plan, Presentations	CJCC Website, Presentations, Forums	Capacity Builders, State and Local EBDM Teams, Outreach and Communication Subcommittee, and DOJ/Courts Staff							X		