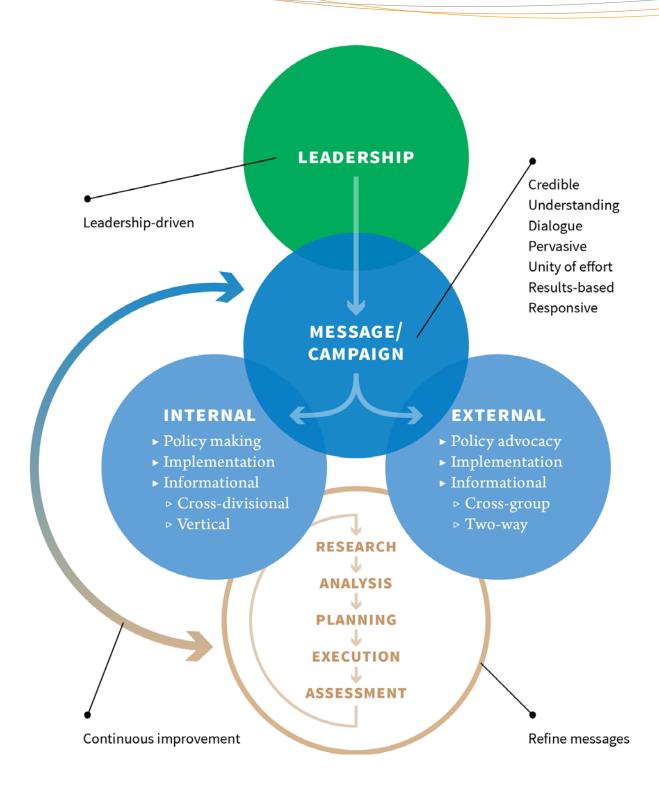
Strategic Communications Framework



Strategic Communications Framework developed by the Building State Capacity and Productivity Center based on Principles of Strategic Communication by the Department of Defense, 2008. See http://gao.gov/assets/600/591123.pdf.

The Building State Capacity and Productivity Center at Edvance Research, Inc., Central Comprehensive Center at the University of Oklahoma, Great Lakes Comprehensive Center at American Institutes for Research, Midwest Comprehensive Center at American Institutes for Research, Northwest Comprehensive Center at Education Northwest, South Central Comprehensive Center at the University of Oklahoma, and Southeast Comprehensive Center at SEDL an Affiliate of American Institutes for Research are funded by the United States Department of Education. Content does not necessarily represent the policy of the U.S. Department of Education, and you should not assume endorsement by the Federal Government.