

5 COMMUNICATION MANAGEMENT DECISIONS

Management Objectives of the Citizens Action Forum

Intensify opposition to the plan of the Metro Sarangaya Water Authority (MSWA) to re-start project in the next six months.

AUDIENCE	BEHAVIOR	MESSAGES		CHANNELS	EVALUATION
		Takeaway Messages	Supporting Data		

Source: Cabañero-Verzosa 2002.

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Management Objective of the Metro Sarangaya Water Authority (MSWA)

Build a coalition to support the resumption of the water project in the next six months.

AUDIENCE	BEHAVIOR	MESSAGES		CHANNELS	EVALUATION
		Takeaway Messages	Supporting Data		

Source: Cabañero-Verzosa 2002.