Message Map Template

Stakeholder: Media, General Public **Question or Concern: Government Budget**		
Key Message 1	**Key Message 2**	**Key Message 3**
Reduction of services	**Seek alternative funding sources**	**Administration and overhead**
Supporting Fact 1-1	**Supporting Fact 2-1**	**Supporting Fact 3-1**
Essential services will not be cut	Seek federal and state grants	Reduce utility expenses: Conduct audit
Supporting Fact 1-2	**Supporting Fact 2-2**	**Supporting Fact 3-2**
Non-essential services will be reduced	Look at user fee options	Reduce travel and training
Supporting Fact 1-3	**Supporting Fact 2-3**	**Supporting Fact 3-3**
Seeking duplication of services to eliminate overlap	Public/private partnership options	Increase employee contribution to benefit costs

Prepared during May 5, 2009 KAPIO meeting in Lawrence, Ks

Notes

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