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## Communication Vehicles

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Choose a communication vehicle which meets the needs of your message, sender, and receiver(s), timeframe and financial resources. Refer to the chart on the following page to determine the most appropriate vehicle given your needs.

### Vehicle options:

- One-on-one conferences
- Telephone conversations
- Telephone hot lines
- Voice mail
- Small group meetings (2-15)
- Large group meetings (15-50)
- Very large group meetings (more than 50)
- Written memorandum or letter
- Electronic mail
- Newsletters or publications
- Brochures
- Videotapes or slide presentations
- Bulletin boards
- Weekly newsclips
- Award or incentive programmes

**Note:** See next page for the labour intensity measure of these communication channels

## Dimensions of Communication versus the Communication Channel

Labour Intensive ←————→ Non-Labour Intensive

Dimension	Channel								
	One-one-one	Telephone	Hot-Line	Small Meeting (2-15)	Large meeting (15-50)	V.Large meeting (>50)	Written memo/ letter	Electronic mail	Newsletter
<b>Purpose</b>									
Direct	++	+	-	+	0	-	0	0	-
Inform	+	+	++	+	+	+	++	++	++
Influence	++	+	-	+	0	0	0	0	+
Resolve	+	+	-	++	0	0	-	-	-
Collect	+	+	+	++	-	-	+	+	-
Social	++	+	-	+	-	-	-	-	-
<b>Timeliness</b>									
Urgent	++	++	++	++	+	+	+	++	-
Priority	++	+	+	++	+	+	+	+	-
Standard	0	+	0	+	0	-	+	+	-
Periodic	-	0	-	+	+	+	+	+	++
<b>Audience</b>									
Broad	-	-	-	+	+	++	+	++	++
Medium	-	-	0	+	+	+	+	+	0
Narrow	++	++	++	+	-	-	+	+	-
<b>Importance</b>									
Extreme	++	++	++	++	+	+	0	0	-
Very	+	++	+	++	+	+	0	0	0
Routine	0	0	-	0	++	++	++	++	+
<b>Acceptance</b>									
High	++	++	+	+	0	0	++	-	-
Medium	0	0	0	0	0	0	0	0	0
Low	-	0	0	0	+	++	++	++	+
<b>Complexity</b>									
High	++	+	+	+	0	-	0	0	0
Medium	+	0	0	0	+	+	+	+	+
Low	0	0	0	0	+	+	++	++	++