*How do you determine which training vehicles to use with which audiences? When would you use a video or a series of videos to describe a product? When would you use a website? When would you create a detailed manual with graphics?*

*For this discussion, based on your readings and research so far, and as a guide for your technical writing team, describe the framework you would construct to help decide which training vehicle would be appropriate in which situation for which audience.*

*In response to your peers, comment on their reasoning and framework for deciding which vehicles and channels of communication to use. Discuss the similarities to, and differences from, your stated framework.*

My organization is a state-wide government agency responsible for providing legal representation in Massachusetts for those unable to afford an attorney in all matters in which the law requires the appointment of counsel. Welcome to the website of the Massachusetts Committee for Public Counsel Services. The Committee, a 15-member body appointed by the Governor, the Speaker of the House of Representatives, the President of the Senate, and the Massachusetts Supreme Judicial Court, oversees the provision of legal representation to indigent persons in criminal and civil cases and administrative proceedings in which there is a right to counsel.

Most representation is provided by approximately **3,000 private attorneys** trained and certified to accept appointments. Support for and supervision of these attorneys is provided by the Private Counsel Division (for criminal cases and related matters), the Children and Family Law Division (for child welfare cases), the Youth Advocacy Division (for delinquency, youthful offender, and GCL revocation cases), and the Mental Health Division (for guardianships and mental health/substance abuse commitments).

Other divisions include Administration and Finance, Human Resources and the Information Technology division (of which I am a member). The Information Technology Division enables and enhances the Agency’s abilities to deliver our mission and serve our clients. The Information Technology Division performs this function by delivering technology capabilities for Agency staff and private counsel partners.

Approximately **500 staff attorneys**, working in offices located across Massachusetts, provide representation to clients in Superior, District, Juvenile, and Probate and Family Court cases and in appeals of those cases.

The Chief Counsel, appointed by the Committee and assisted by the Senior Management Team, is responsible for the day-to-day operations of the agency.

Within my organization, we found the verbal communication strategy to be the best and most effective communication strategy; consisting primarily of written communication via emails and internal newsletters within the agency. We also make use of video chats, phone calls and face-to-face conversations internally and externally (communication with clients, private attorneys and vendors) as needed or appropriate.

The use of emails as the primary medium for implementing our communication strategy is cost-effective, efficient and provides a means for archival consistent with state and federal requirements.

Emails educate and inform the audience as much as possible about the services we provide, as quickly as possible, to a distributed and geographically dispersed audience.

Strategically, in conjunction with polls and surveys, it also serves as a medium to start and/or maintain conversations and get feedback around our services; or products that support those services.