Appendix 6

**Communications Planning Checklist**

**Preliminary Planning (at least 6 weeks prior)**

* Designate a communications lead, as part of the event planning committee.
* Select a media spokesperson.
* Choose and if applicable, create the accounts for social media publicity.
* Draft a communications plan, outlining the communications tools/activities and key messages for your event.

**Initial Outreach (3 to 4 weeks prior)**

* Create an event invitation and brochure.
* Distribute PSA news release to media outlets, with event scenario/details.
* Send initial email blast to invitees to “hold the date” for your event.

**Outreach (2 weeks prior)**

* Follow up with media outlets and community organizations that have event calendars.
* Send a second email blast about the event.
* Create a Facebook event and announce on your organization’s website, Facebook page, etc.

**Media outreach (last week prior)**

* Distribute media advisory.
* Follow up with phone calls to media the day before or morning of the event.
* Promote the event through social media.
* Make copies of any of handouts for the event.

**At the Event**

* Take photos (even have a designated volunteer photographer) and videos. Ensure that you have signed consent forms (see Appendix 5) if you are using the photos for publicity purposes.
* Gather comments, quotes and highlights from the event.
* Have media sign in form and promotional materials for media in attendance.

**After the Event**

* Draft a short article (300 to 500 words) and send it to your local community newspapers.
* Send a short summary of the event’s highlights and photos to media outlets.
* Archive all your communications materials and lessons learned, as this will help if you host another event next year.