

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.