

Sample Communications Strategy and Execution

Everyday Work	P.R. & Events	P.R. Materials; Logistics	Need By	Who Do?	“Chatter”
		<ul style="list-style-type: none"> • Meet with local media • 1-pager updated for 2016 • Web update 	January 31 or ASAP	Designated communications person? Executive director for media meeting?	Monitor general blah,blah,blah Events affect your org.? Response Needed? Letter to Editor? Op-ed?
<i>Planned P.R.</i>	Press release for new legislation submitted	<ul style="list-style-type: none"> • Press advisory and release • Media contact • Op-Ed • Quotes • Photos • Media follow-up 	March 1	Media liaison? Executive director for review, quotes, op-ed edit?	Monitor reaction to your news Response needed?
					Monitor daily blah, blah, blah
<i>Planned P.R.</i>	Annual meeting	<ul style="list-style-type: none"> • Press advisory and release • Media contact • Op-Ed • Quotes • Photos • Media follow-up 	April 15	Media liaison? Executive director? Others?	Monitor reaction to your news Response needed?
					Monitor daily blah, blah, blah
<i>BOOM!</i> <i>Rapid Response Needed!</i>		<ul style="list-style-type: none"> • Press release • Calls to media • Spokesperson • Allies / network • Op-Ed 	ASAP! Right now!	Rapid response team – who are they? Who calls media? Who speaks?	Public attack/major news story e.g., Bill and you criticized Hiking trail vandalized

CY, LLC - Communications Strategies – Media/Government/Public Relations – Writing & Editing

162 Rhode Island Avenue Newport, RI 02840 (401) 835-6555 csyenv@gmail.com