

APPENDIX F: COMMUNICATION ACTION PLAN

6-12 Months from Election

- Review and respond to speaking requests and event invites
- Order/Replenish new “swag” items for outreach events
- Schedule speaking engagements and event appearances
- Execute speaking engagements and event appearances (Now through Election Day)

4 Months from Election

- Develop visual creative, logos, tag lines and hashtags
- Write TV and Radio scripts, talking points
- Contact and establish a relationship with outside coalitions and advocacy groups as needed

3 Months from Election

- Contact Media platforms for rates, specs and deadlines
- Create graphic design creative for each platform
- Lock in rates and run dates

2 Months from Election

- Draft social media posts, collect photos and links
- Reach out to media re: upcoming election, changes, and stories
- Hold Media briefing
- Draft and schedule all press release emails
- Coordinate with community coalition on press conferences
- Set up social media advertising through media vendor
- Schedule/record radio public affairs shows
- Send TV stations 15 second and 30 seconds PSAs for consideration
- Sacramento News & Review article is published, detailing accessible Vote by Mail options

1 Month from Election

- Draft and post News Center Story
- Hold Press Conference on the opening of drop boxes
- Respond to media inquiries – ongoing
- Pitch stories to media – ongoing
- Post social media content (daily or pre-scheduled) – monitor/respond to comments
- Social Media on Facebook and Twitter to include accessible Vote by Mail information

4 Weeks Out – Day of Election and following days

- Respond to media inquires
- Proactively pitch media ideas/schedule appearances

- Update website with changing events, results and information
- Second Direct Postcard and “I Voted” Sticker will inform voters there is an accessible Vote by Mail Option.
- Social Media on Facebook and Twitter to include accessible Vote by Mail information