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