**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