

COMMUNICATIONS PLAN TEMPLATE

CITY COMMUNICATIONS PLAN

Plan Media Announcement & Initiative Launch (Week 1-3)

Start Date: Week 1

End Date: Week 3

Objectives:

Once you have community-based organizations and trusted institutions united behind your goal to raise awareness of the Affordable Connectivity Program, it is time to plan your awareness campaign and outreach activities.

Key Activities

WEEK

1

- Confirm the date, time, and location of your press event.**
 - Check the availability of the local leader and the event moderator.
 - Invite speakers from partners from community-based organizations and trusted institutions.
- Host a meeting with representatives of partner organizations.**
 - Audit the available communication channels and reach of community leaders and organizations (e.g., newsletters, calling campaigns, events, social media, in-person meetings, etc.)
 - Confirm key speakers and invite partner organizations to the press event.
 - Request quotes from each to include in your press release.

WEEK

2

- Issue a media advisory for your press event**

Invite local and regional news outlets, radio stations, and online publications.
- Launch of city's Affordable Connectivity Program website or webpage**

Include the media advisory and information on how the public can get sign up for the ACP. Include links to affordableconnectivity.gov and our Internet Service Provider ACP Lookup Tool.

WEEK

3

Develop a press event plan:

- Determine the
 - event timing (*approx 30-45 minutes*);
 - speaking order (*approx 3-5 minutes per speech*);
 - format and time for a Q&A period (*approx 15 minutes*);
 - timing of photo opportunities before, during, and after the event.
- Allocate at least 15 minutes for on-site interviews.
- Draft or obtain all speaking notes.
- Hold a preparation meeting with all involved parties 1 hour before the press conference to review the program and key messages.
- Ensure that the audio-visual equipment is available and functional.
- Prepare a press release for the day of the event using our template.

Prepare the press kit:

Include the media advisory, the press release, the ACP Factsheet, the ACP Awareness Flyer, and a biography of the moderator and speakers.

Resources:

- Sample Media Advisory
- Sample Press Release

Media Announcement & Initiative Launch (Week 4-6)

Start Date: Week 4

End Date: Week 6

Objectives:

Launch the initiative with a press event and share news of the Affordable Connectivity Program Awareness Initiative with media. Equip trusted messengers with talking points, ACP FAQs, and promotional materials that enable them to easily share key information. Use the city's owned communications channels to launch your outreach activities.

Key Activities

WEEK

4

Commence social media program via city accounts:

Use our social media toolkit to share informational posts about the benefits of the ACP and eligibility criteria.

The day before the press event:

- Issue a reminder. Update the media advisory by adding the word "Reminder."
- Call individual media outlets and confirm who plans to attend (i.e., journalist, camera crew, photographer).

The day of the press event:

- Send the press release to all media contacts.
- Arrive early and set up the room.
 - Plan extra space for television crews and photographers.
 - Set up the head table with name card, water, and speaking notes.
 - Arrange the seating for the press conference moderator and speaker(s).
 - Set up the podium, and branded signage or a backdrop.
 - Set up the registration desk with press kits and other resources
 - Be sure to start and end the press conference on time.
 - Record the event.

After the press event:

- Coordinate individual media interviews.
- Call all journalists who participated in the press conference to thank them for attending.
- Ensure materials are sent to all media who did not attend.
- Respond to all requests from the media.

WEEK

5

Send e-newsletter to city distribution list subscribers.

Where possible, target residents who meet the ACP eligibility criteria.

Send digital notifications (via email or SMS) to lists of city residents.

Update city residents on upcoming outreach opportunities, and distribute information through the city's existing communication links and email distribution lists.

WEEK

6

Include printed mailer in utility bills or other resident mailings.

Monitor social media program via city accounts.

Use our social media toolkit to plan a program of targeted posts, informational graphics, video clips, and short informational posts on the city's social media accounts.

Resources:

- Affordable Connectivity Program: Social Media Toolkit
- Affordable Connectivity Program Key Talking Points
- Sample Press Release
- Affordable Connectivity Program Fact Sheet

Targeted Outreach Calls (Week 7-9)

Start Date: Week 7

End Date: Week 9

Objectives:

Activate partner outreach channels. Share information on the ACP, eligibility, and how to sign up to households and channel partners, and inform that more targeted outreach is forthcoming.

Key Activities

WEEK
7

- Launch Partner Organization Awareness Campaigns.**
Share Toolkit resources with partners to conduct the following public awareness and participation activities:
 - Flyer distribution
 - Display advertising
 - Call scripts/campaigns
 - In-person events
 - Email copy/video assets
- Update the city's Affordable Connectivity Program website.**
Include a schedule of any planned outreach activities and in-person community-based events.
- Follow up with trusted spokespeople and equip trusted messengers with talking points.**
Enable them to easily share key information and confidently help community members navigate questions about eligibility and enrollment.

WEEK
8

- Host Facebook live streams.**
Question-and-answer sessions on the ACP (include trusted messengers).
- Utilize community volunteers to meet residents in person.**
Go door-to-door, asking residents if they have internet access and if they needed help applying for the ACP benefit.

WEEK
9

- Host a meeting with representatives of partner organizations.**
Review progress track and troubleshoot challenges (and ask our team to join to share advice and best practices).

Resources:

- Affordable Connectivity Program Key Talking Points & FAQs
- ACP Toolkit for Community-Based Organizations
- Best Practices for Reaching Unconnected Households
- Affordable Connectivity Program: Social Media Toolkit
- Affordable Connectivity Program: Awareness Flyer