

APPENDIX F: COMMUNICATION ACTION PLAN

5-6 Months from Election

- Review and respond to speaking requests and event invites
- Schedule speaking engagements and event appearances
- Execute speaking engagements and event appearances (Now through Election Day)

4 Months from Election

- Write TV and Radio scripts, talking points
- Contact and establish a relationship with outside coalitions and advocacy groups as needed
- Hold LAAC and VAAC meetings to receive input on outreach events content and messaging

3 Months from Election

- Contact County Communications team to obtain rates, specs and deadlines with their media partners for advertising campaign
- Create graphic design creative for each platform
- Lock in rates and run dates
- Contact partners from disabilities community to schedule ICX ballot marking device demonstrations for approximately 6 weeks from election day.

2 Months from Election

- Draft social media posts, collect photos and links
- Reach out to media re: upcoming election, changes, and stories
- Draft and schedule all press release emails with County Communications team
- Create social media posts
- Send TV stations 15-second and 30-second PSAs for consideration

1 Month from Election

- Draft Press Releases 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 to include Remote Accessible Vote by Mail information – who it's for, how to apply

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
- First and Second Direct Postcards will inform voters of the upcoming election, promote the toll-free voter assistance hotline, provide information regarding accessibility services available.
- Social Media on Facebook to include Remote Accessible Vote by Mail information