

## **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 Media platforms for rates, specs and deadlines
- 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
- Hold Media briefing
- Draft and schedule all press release emails
- Create social media posts
- Schedule/record radio public affairs shows
- Send TV stations 15 second and 30 seconds PSAs for consideration
- Contact various print media regarding putting out a story detailing Remote Accessible Vote by Mail options – show it's for, how to apply

### **1 Month from Election**

- 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 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

- Second Direct Postcard will inform voters there is a Remote Accessible Vote by Mail Option for voters that require accessible tools to mark a ballot.
- Social Media on Facebook to include Remote Accessible Vote by Mail information