

## **SCR Event and Mini Communications Plan: Stratford Desegregation Remembrance Event**

### **Action Steps**

- Create and print flyers and posters to promote event (Dawn & Sara)
- Develop and print program for evening event (Dawn & Sara)
- Produce video materials and broadcast plan (John)
  - 100 DVD copies of *It's Just Me* (Due to Linda Jan. 15)
  - Brightcove link for *It's Just Me* (Due to Linda Jan. 15)
  - Broadcast schedule for *It's Just Me* from Feb. 1-7 (Due to Linda Jan. 21)
  - Broadcast staffing plan and livestream confirmed for both events (Due to Linda Jan. 21)
  - Post-event broadcast schedule (due Feb. 5)

### **Face-to-Face Communications**

**Who:** Superintendent Reminders at Board Meeting

**When:** Jan. 21 School Board meeting

**What:** Slide in Superintendent's Public Announcements

**Who:** Superintendent Announcement to Administrators

**When:** Administrative Council meeting

**What:** Slide in Superintendent's Remarks

### **Online Communications**

**Who:** School & Community Relations & Department of Instruction

**When:** Jan. 18 – Feb. 2

**What:**

- Feature announcement on website home page ([www.apsva.us](http://www.apsva.us))
- Develop subsite web page with event information and links to instructional materials & video
- Share announcement on social media sites (Facebook, Twitter, Instagram)
- Develop and promote hashtag for student and community events

### **Email Communications**

**Who:** School & Community Relations

**When:** Jan. 22, Feb. 1 (reminder)

**What:** School Talk message to all families

**Who:** School & Community Relations

**When:** Jan. 19 & Feb. 1

**What:** APS News Review community e-newsletter

### **Print Communications**

**Who:** School & Community Relations

**When:** Jan. 26

**What:**

- Backpack mail (flyer distribution to families)
- Posters for School Bulletin Boards
- Flyers for community centers, churches, etc.