

COMMUNICATIONS ACTIVITIES

ACTIVITY	FREQUENCY	STAFF
Media Relations		
Editorial Boards	February-May	Fredy
One on One Meetings	Continuous	Fredy
Op Eds	As Needed	Fredy
Pitching Stories	Daily	Fredy/Cecilia
Media Alerts/Releases	Once a week	Fredy/Cecilia
Press Conferences	As needed for major announcements	Fredy
Television	Twice a month	Fredy
Print Media	Twice a month	Fredy
Radio	Three times a month	Fredy
Website		
Website Updates	Daily	Fredy
Content Sliders	As needed	Fredy
Events/Calendar	As needed	Fredy
Social Media		
Facebook	Three times a day	Cecilia
Twitter	Twice a day	Cecilia
Instagram	Three times a week	Cecilia
YouTube	As needed	Cecilia
Social Media Ads	Prior to each community input meeting and for general public relations, increasing audience	Cecilia
E-Blasts		
Newsletter	Once a month	Fredy
Announcements	As needed	Fredy
Videos		
Educational Videos	Once a week	Fredy/Joey
U.S. Mail		
Letters/Mailings	As needed	Fredy
Internal Communications		
Moring Media Report	Daily (M-F)	Cecilia
End of Week Media Report	End of week	Cecilia
Communications Training	As Needed	Cecilia
All Staff Communications	As Needed	Fredy
Crisis Communications	As Needed	Fredy
Media Lists	As need	Fredy
External Communications		
Social Media Toolkit	Weekly	Cecilia