

## PPC Strategic Communications Plan

**PPC special event communications plan runs concurrently with this plan.**

<b>Date</b>	<b>Action</b>	<b>Target audiences/ Media opportunity</b>	<b>Messenger</b>
Ongoing: January through May 2002	Update efforts in PPC monthly publications, Capitol Watch and Kids' Turn, and on Web site.	Target: Capitol Watch subscribers, PA-CAN, statewide media, online visitors	PPC
January-February 2002	CCG preparing campaign briefings.	Target: Gubernatorial and legislative candidates and staff	PPC
Jan. 11 to Jan. 15, 2002	Finalize message memos		
Jan. 11, 2002	Kids' Turn		
Jan. 14 to 18, 2002	Offer op-ed on equity to Harrisburg Patriot for placement on or around Jan. 22. Draft and complete op-ed.		
Jan. 14, 2002	Contact Dasher to schedule equity briefing delivery to legislature (preprints returned on Jan. 16)		

January 22, 2002	Education equity briefing delivered to legislature.	Target: Legislators, editorial writers	PPC
Jan. 11 – 17, 2002	Develop release plan for State of the Child		
January 14, 2002	Contact Dasher to prepare for delivery of equity briefing paper to legislature. Complete and distribute briefing paper on how early childhood education contributes to education equity.	Target: Legislators, gov candidates, legislative candidates, educators  Media: Web site posting, background for media covering equity issue	PPC
Jan. 22, 2002	Deliver equity briefing to legislature.		
Jan. 22-25, 2002	Finalize PPC corporate identity language. Put in form for distribution to PPC staff and board.		
Jan. 22-25, 2002	Send invitations to media training	Target: Spokespersons list	
Jan. 22-25, 2002	Prepared & distributed Covering Kids newsletter		

January 25-March 1, 2002	Mail message memos and Candidate Connections guidelines to PA-CAN members. (With follow-up to be budget briefing session on using message memos and conducting Candidate Connections?)	Target: Legislative candidates	PPC, PA-CAN
Jan. 28-31, 2002	Cap Watch		
Jan. 28 - Feb. 1, 2002	Prepare shell for budget reaction (opportunity to reinforce policy priorities)		
Jan. 28 – Feb. 1, 2002	Arrange site(s), personnel for State of the Child release.		
Jan. 28 – Feb. 15, 2002	Schedule State of the Child editorial board meetings		
Jan. 28-Feb. 15, 2002	Prepared and distributed poverty despite work report.		
Feb. 5, 2002	Review budget; release reaction to media	Target: Capitol, statewide media	
Feb. 7, 2002	Corporate identity language to PPC staff		
Feb. 9, 2002	Kids' Turn		

Feb. 11-15, 2002	With PA-CAN, develop and finalize Candidate Connections plan, including guidelines, materials, timeline, and training.	Target: Legislative candidates	PPC
Feb. 11-March 6, 2002	Draft and finalize education report		
Feb. 11-22, 2002	Prepare newsletter copy – special edition with State of the Child. Deliver to printer Feb. 22, for distribution that coincides with State of the Child release		
Feb. 18 – 22, 2002	Refine messaging for State of the Child release; develop distribution plan.		
Feb. 18-March 1, 2002	Prepare State of the Child news release; coordinate distribution with Dasher and internally.		
Feb. 18-Feb. 22, 2002	Contact Phil Sparks to initiate radio actuality for State of the Child		

Feb. 25-March 1	Review communications strategic plan and develop summer/fall 2002 activities.		
Feb. 25-28, 2002	Cap Watch		
March 11, 2002	Deliver education report text & layout to designer		
March 11-April 2, 2002	Work with designer on education report		
March 11-15, 2002	Prepare education report release plan; secure site, begin scheduling any other participants named in plan.		
March 15, 2002	Kids' Turn		

March 19, 2002	Release <i>The State of the Child</i> , KIDS COUNT portrait of child well-being	Target: Legislators, administration, all candidates, media, PA-CAN, educators, law enforcement, general public.  Media: News conference, with coverage by: <ul style="list-style-type: none"> <li>• Capitol correspondents</li> <li>• Editorials</li> <li>• Statewide and local radio</li> </ul>	PPC, PA-CAN
March 18-22, 2002	Compile legislative candidates' mailing list for receipt of PPC products (coordinate with CCG if they also are using it)	Target: Legislative candidates and campaign staff.	PPC
March 19-April 15, 2002	State of the Child editorial boards in major newspapers of PA's 6 media markets.	Target: Editorial writers  Media: Editorials	PPC, local PA-CAN members, local PPC board members
March 25-29, 2002	Cap Watch		
April 1, 2002	Education report to printer; coordinate distribution internally and with Dasher.		

April 1-12, 2002	Develop messaging for education report release and write news release.		
April 8, 2002	If actuality in education report plan, contact Phil Sparks.		
April 15, 2002	Education report to Dasher & PPC.		

April 23, 2002	Release education report	<p>Target gov candidates, legislators, administration officials, PA-CAN, early childhood community, general public.</p> <p>Media: News conference, with coverage by:</p> <ul style="list-style-type: none"> <li>• Capitol correspondents</li> <li>• Editorials</li> <li>• Statewide and local radio</li> <li>• Add'l coverage through education outlets: Education organization newsletters, legislative Education Committee members' newsletters</li> </ul>	PPC, PA-CAN, with education partners
April 24-30, 2002	Cap Watch		
April 24-30, 2002	Prepare corporate identity guidelines for presentation to board		

May 8, 2002	Present corporate identity guidelines to board		
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**The primary election is May 21, 2002. By March 1, this plan is reviewed and revised for summer/fall 2002, including the Nov. 5, 2002, general election.**