­­­­­­

COVID-19 COMMUNICATIONS MODULE

Department:

Overview: To ensure that the Mayor is up to date on each agency’s programs and initiatives regarding COVID-19, please fill in the form below and submit to the Mayor’s Communications Office.

Last updated: April 15, 2020

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ­Program  or Initiative | How does this align with the Mayor’s COVID-19 response? | How does  this affect residents? | Where can  residents  access more information? | Investment and source of funds | Current Status / Important Project Dates | Overarching Messaging / Key Metrics | Potential Roadblocks or Negative  News Angles | How to release  information | Other Considerations (budget, city council votes, etc.) |
|  |  |  |  |  |  | 1.  2.  3.  4. |  | Press Release  Exclusive Pitch  Mayoral Event / Press  Conference  Social Media / Video  Opinion Editorial  TV / Radio Interviews |  |
|  |  |  |  |  |  |  |  | Press Release  Exclusive Pitch  Mayoral Event / Press  Conference  Social Media / Video  Opinion Editorial  TV / Radio Interviews |  |
|  |  |  |  |  |  |  |  | Press Release  Exclusive Pitch  Mayoral Event / Press  Conference  Social Media / Video  Opinion Editorial  TV / Radio Interviews |  |
|  |  |  |  |  |  |  |  | Press Release  Exclusive Pitch  Mayoral Event / Press  Conference  Social Media / Video  Opinion Editorial  TV / Radio Interviews |  |

­­­

TOOL 2: AGENCY REPORTING DOCUMENT