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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 affectresidents? | 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 |  |

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TOOL 2: AGENCY REPORTING DOCUMENT