



Older Americans Month and KOLO Stuff-A-Bus For Seniors Donation Drive Communications Plan

Title of Project: Older Americans Month Communications Plan

Project Leader: Local Government Entities Comm. Teams

Objective: Help promote government services to seniors and show appreciation for them throughout Month of May

Timeline: April-May 2019

What	Who	When	Comments
Older Americans Month Proclamations	Board of County Commissioners Sparks City Council	April 16, 2019, at 10 a.m. April 22, 2019, at 2 p.m.	Proc and photo-op with County Commission Sparks City Hall proc and photo-op
Older Americans Month Media Advisory and Information Fair (Includes Stuff Bus)	Chris Ciarlo	Monday, April 29 th	Media advisory written and published by Chris Ciarlo inviting media to opening ceremonies and OAM Game Night with Reno Aces.
KOLO/ KOH Sponsor	Helping Seniors on KOLO Cares	Month of May	Blurbs on newscasts Human Interest Pkg featuring seniors
Other Key Events to Promote: BCC OAM Proc news release Older Americans Month Opening Ceremonies, Aces, Info Fair Baldini's Safety Fair Safety Talks Cyber Security at Reno City Hall Stuff A Bus Media Advisory OAM Closing Ceremonies	Washoe County Chris Ciarlo Washoe County Chris Ciarlo Sparks Julie Duewel Reno Matt Brown Reno Matt Brown Lauren Ball Reno Matt Brown	Tuesday, April 16 th Monday, April 29 th Monday, May 6 th Wednesday, May 8 th Friday, May 17 th Monday, May 20 th Wednesday, May 29 th	News Releases and Media Advisories Schedule for Older Americans Month. Comm. Plans calls for sending a news release for 6 specific events, which averages out to more than one news release per month in May. (We can reach other audiences and promote through alternative avenues of communication to media, public,



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			social media, and online via web, and government TV.
<p>Fox 11 Live interviews Opening Ceremonies and Aces Senior Night</p> <p>KOLO 8 Midday Show live, in studio interviews promoting all things OAM.</p>	<p>HSA Rep</p>	<p>April 29th</p>	<p>Live on Fox 11 morning show 7am Donna Clontz and Reno Aces PR</p> <p>TBD</p>
<p>Social Media Campaign</p>	<p>Chris, Lauren, Matt, Julie, and Audrey Washoe County, City of Sparks, City of Reno, Reno Aces and RTC</p>	<p>Month of May</p>	<p>#StuffABus promos published on all social media sites from each partnering agency.</p> <p>Videos promoting Stuff Bus recorded on social media Opening Ceremonies Day.</p> <p>Interview clips, featuring seniors about helping.</p> <p>We are using #WashoeOAM2019 for all events.</p>
<p>Website Promotion</p>	<p>Washoe County, City of Reno, Regional Transportation Commission, City of Sparks, and Reno Aces Promote on websites.</p>	<p>Month of May</p>	<p>Promotion of Stuff-A-Bus. Placed on WC homepage/slider</p>
<p>RTC "The Road Ahead" TV segment</p>	<p>Lauren Ball produces</p>	<p>Filmed April 18th Airs 3rd week of May</p>	<p>Segment will air on KOLO's Good Morning America, Midday and evening newscasts.</p>



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KOLO Stuff-A-Bus Donation Drive	RTC, WC, City of Reno, City of Sparks, Reno Aces, and KOLO	Thursday, May 23rd Friday, May 24th	Event at Sam's Club on Kietzke Lane from 3pm-7pm.
Washoe County Connections	Washoe County Television	Airs in May	Segment on WCTV-produced show in studio at County complex, promoting Older Americans Month/Stuff Bus.

Four Phase Comm. Plan

- Media Advisories/News Release
- Website Promotion
- Social Media Campaign #OAMWashoe2019
- Media Blitz on KOLO and KOH (Human Interest feature stories with specific reporters (2-3 minute pkgs) & blurbs in news shows.