

Fighting for America's Energy Future

Communications Countdown to Hearing or Forum

This is a general communications to-do list leading up to a hearing, forum or other event. The Strategic Communications Department is available for assistance through communications@liuna.org.

Several weeks before, if possible	Provide background and contact information to appropriate reporters
Week prior or during week after	Place op-ed in local paper
Week before	Reminder email to members
Week before	Article about project on local union website
Week before	Identify and prepare speakers
Week before	Gather branding materials, if appropriate
3 days prior	Distribute news advisory
3 days prior	Member call or robo call
Day before	Email reminder to members
Day before / day of / day after	Reminder tweet / live coverage tweets / retweet any positive media
Night before	Member call or robo call with press 1 confirm
Morning of	Text message reminder
Day of	Distribute news release
Day of	Take photos for web, social media and newsletters
After first news coverage	Submit letters to the editor
Ongoing	Provide information and solicit comments through training centers
Ongoing	Posts on Facebook