



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

**Title of Project:** Stuff-A-Bus 2018 Drive-By Donation Drive  
**Project Leader:** Chris Ciarlo and Lauren Ball  
**Objective:** Promote Stuff-A-Bus donation event to help seniors in need  
**Timeline:** April-May 2018

<b>What</b>	<b>Who</b>	<b>When</b>	<b>Comments</b>
Older Americans Month Media Advisory	Chris Ciarlo	Wednesday, April 25 <sup>th</sup> and Monday, May 30 <sup>th</sup>	Media advisory written and published by Chris Ciarlo inviting media to opening ceremonies.
KOLO/ KOH Sponsor	Helping Seniors on KOLO Cares	Month of May	Blurbs on newscasts Human Interest Pkg featuring seniors
Stuff A Bus and Older Americans Month Media Advisories and News Releases	Chris/Lauren	April 30 <sup>th</sup> May 4 <sup>th</sup> May 11 <sup>th</sup> May 15 <sup>th</sup> (Results Release) May 30 <sup>th</sup> (Distribution Event Media Advisory)	Messaging through all avenues of communication to media, public, social media, and online via web, news releases, County News and video. (60,000 people reach organically)
Media Campaign	Amber Howell	April 30 <sup>th</sup>	Live on Fox 11 8 a.m. show Live on KOLO Ch. 8 11 a.m. show
Social Media Campaign	Chris, Lauren, Matt, Julie, and Audrey Washoe County, City of Sparks, City of Reno, Reno Aces and RTC	Month of May	#StuffABus promos published on all social media sites from each partnering agency.



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Website Promotion	Washoe County, City of Reno, Regional Transportation Commission, City of Sparks, and Reno Aces Promote on websites.	Month of May	Promotion of Stuff-A-Bus. Placed on WC homepage/slider
RTC "The Road Ahead" TV segment	Lauren Ball produces	Airing May 8 <sup>th</sup> , 9 <sup>th</sup> and 10 <sup>th</sup>	Segment will air on KOLO's Good Morning America, Midday and evening newscasts.
Stuff-A-Bus Donation Drive	RTC, WC, City of Reno, City of Sparks, Reno Aces, and KOLO	Friday, May 11th	Event from 4-7 p.m. on Evans Ave., in front of Greater Nevada Field.  Potentially second location??
Government Television	WCTV/Julie, Matt	May 15th	Video pkg highlighting donation event on WC Ch. 193, Reno and Sparks TV.  15-30 second promos produced by Catholic Charities and City of Sparks featuring government elected officials and leaders.
Stuff-A-Bus Distribution Event	Matt, Chris, Abby	Monday, May 21 <sup>st</sup> , from 2-5 p.m.	Distribution event of donations to WC seniors at the Senior Center.

### Four Phase Comm. Plan

- Media Advisories/News Release
- Website Promotion
- Social Media Campaign
- Media Blitz on KOLO and KOH ( Human Interest feature stories with specific reporters (2-3 minute pkgs)