

**FAIRFAX COUNTY PARK AUTHORITY
RESIDENT CURATOR PROGRAM**

Communications Plan

Date	Initiative	Owner	Status
Now	RCP Brand Identity	Promotional Services	Done – logo approved
4/1/15	Web blurbs and site summaries – property specific (top 4-6 properties)	Carol//Denice: Content	Denice editing site summaries
4/15/15	Web update – home page update, with photos, web blurbs, site summaries, embedded Flickr gallery.	Jeff	Anne will send content to Jeff, once completed
4/30/15	Rack card – overview of RCP	Carol/Anne: Content Promotional Services: Layout/Design	Joanne getting 2 nd draft to us by 4/16. Then, to the print shop
4/30/15	Information Release (IR) about rack card availability/ website	Judy/Carol	Waiting on the above
4/1/16-6/30/16	Channel 16 30 sec PSA & “16 Around Fairfax” piece (YouTube videos included)	Judy/Pam	Pam will be in touch week of 3/29.
4/30/16-ongoing	Reach Screens	Promotional Services	Once rack cards are done – Anne will reach out to Joanne
4/30/16	Place ads on historic preservation websites	Judy/Denice	Not started
5/15/16	IR about Stempson/Elmore Request for Proposals & open houses	Judy/Carol	Not started
5/15/16	Blog Post (Our Stories and Perspectives)	Denice	Not started
5/15-6/15	House Tours/Open House	Judy/Denice	Not started
5/15/16	Promotion of first house placement – media relations	Judy/Denice	Not started
5/15/16	IR: Asking for expressions of Interest for remaining RCP houses	Judy/Carol/Anne	Not started
7/1/16	Artifact Program reboot	Carol/Anne	Waiting for update from Barbara Ziman, most likely won’t start until mid-summer

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Quarterly	ParkTakes Ad – Fall 2016 issue	Anne/Karen Thayer	Anne is working with Karen Thayer
Monthly	ResOURces Newsletter	D. Ochs	Reach out to Dave before launch
Ongoing	Web support: + Repository of RCP documents and communications materials + Public meeting notices on the county online calendar + Maintenance of public event minutes	Jeff/Anne/Chrissy	
Ongoing	Social Media	Anne	
Ongoing	Public Meeting Notices (IRs)	Judy/Anne/Carol	
Ongoing	Office of Public Affairs (OPA) promotional opportunities – NewsCenter, podcasts, etc.	Judy/OPA	Ongoing