

**FAIRFAX COUNTY PARK AUTHORITY
RESIDENT CURATOR PROGRAM**

Communications Plan

Date	Initiative	Owner	Status
Now	RCP Brand Identity	Promotional Services	
12/15/15	Tri-fold brochure – overview of RCP	Carol/Anne: Content Promotional Services: Layout/Design	
12/15/15	Web version of the brochure – home page update	Jeff	
12/15/15	Information Release (IR) about brochure availability	Judy/Carol	
12/15/15	Artifact Program reboot	Carol/Anne	
1/1/16	FACT Sheets – property specific (top 4-6 properties). Have to wait until BOS gets information items on the houses	Carol/Anne: Content Promotional Services: Layout/Design Jeff: Web versions	
1/15/16	Channel 16 short video	Judy/Pam	
1/1/16-ongoing	Reach Screens	Promotional Services, Anne	
1/15/16	YouTube version of the Channel 16 video	Jeff	
1/30/16	Embedded Flickr gallery – photos of houses	Don/Anne/Jeff	
1/30/16	Place ads on historic preservation websites	Judy/Denice	
2/15/16	IR about Stempson/Elmore Request for Proposals	Judy/Carol	
2/15/16	Blog Post (Our Stories and Perspectives)	Denice	
2/16-3/16	House Tours/Open House	Judy/Denice	
3/1/16	IR: Asking for expressions of Interest	Judy/Carol/Anne	
?	Promotion of first house placement – media relations	Judy/Denice	
Quarterly	ParkTakes Ad – When is the deadline for next issue?	Karen Thayer	
Quarterly	ResOURces Newsletter	D. Ochs	
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