

## **Communications Plan (ideas)**

### Management of Issues

- Staff should check in each morning to review any pressing issues.
- Staff should meet weekly to discuss plan for upcoming week.
- Staff should update the plan each month and twice a year.

### Themes

- Weekly Schedule should drive themes (i.e. speeches, meetings, events, etc.)
- Themes should drive additional items on schedule (i.e. tours, visits, etc.)
- Staff should review other schedules to identify themes too (i.e. Legislative calendar, etc.)

### Format

- Advisories
- Releases (reactive and proactive)
  - Interviews
  - In studio
  - One-on-one at events
  - Via phone
  - Online
- Columns
  - MJS (Crossroads or op/ed)
  - CNI Newspapers and Express News (monthly)
  - Associations and groups (i.e. MMAC Hotline, trade association, neighborhood group)
  - Online publications/websites
- Blogs
- Executive Email (weekly update on issues important to region)
- Speeches (civic groups, trade associations, events, etc.)
- Press Conferences
- Events (with other governments, organizations or businesses)

Here is a sample of the Executive Email:



## **Executive Email**

*A weekly update from County Executive Scott Walker*

### **Play Ball**

Scott and Tonette joined 45,000 other fans from all across southeastern Wisconsin at Miller Park for the first baseball game of the season. The Brewers won 5 to 2.

### **High Tech Hotspot**

The County Executive spoke to the Midwestern Telecommunications and Technology Conference at Marquette University on Tuesday morning. That afternoon, he spoke to the Wisconsin Technology Council at the Medical College of Wisconsin.

At each spot, he talked about the excitement in our region with the growth of companies like GE Healthcare and their new 500,000 square foot facility in the Milwaukee County Research Park. He also talked about the collaboration with the City of Milwaukee and the county with the shared website [www.Milwaukee.gov](http://www.Milwaukee.gov) and other services. Soon, he hopes to work with others in the area on wireless Internet access.

### **Lady of Firsts**

Vel Phillips was the first woman elected to the Common Council in Milwaukee. She was the first African-American judge and in 1978, she was the first woman and African-American elected to a statewide constitutional office (Secretary of State).

On Friday night, Scott will drop in to join Hank Aaron and plenty of other admirers at the kick off of the Vel Phillips Foundation.

### **Happy 50<sup>th</sup>!**

St. Francis celebrates its 50<sup>th</sup> Anniversary on Saturday. Scott will drop by to say "Happy 50<sup>th</sup> St. Francis!"

### **Next Week**

The County Executive will spend most of the day on Monday meeting with all of the members of his cabinet. The topic: the 2007 budget. Pension costs and new accounting rules will cost the county \$80 million in 2007

(<http://www.jsonline.com/story/index.aspx?id=405166&date=3/1/2006>).

State law only allows the county to raise property taxes by \$7 million. Walker is not interested in raising taxes, but even if he was, it would fall far below the amount needed to balance the budget. Watch for major changes to come this year.

The **Executive Email** is a weekly update sent out to opinion leaders throughout the region. Please pass it on to other opinion leaders and ask them to subscribe at XXX. If you would like to be removed from this list, please hit XXX and insert UNSUBSCRIBE in the subject line.