

Sample Timeline for Campaign Event Planning adapted from Californians for Justice

One Month or More Before Event

Set date for event. Choose a date with no major school district or community event conflicts.

Invite guest speakers or, if necessary, school district officials. Make sure to invite those district officials with the power to remedy the problems raised in your *Williams* complaints, such as the heads of the facilities, instructional materials, and human resources departments.

Develop a plan for generating large turnout of membership.

Two Weeks Before

Be clear about main messages for the event and develop message sheets for spokespeople.

Identify key spokespeople.

Set agenda for event.

Develop final list of materials you will need for event: signs, photographs, PowerPoint presentation, survey data/graphs, video etc.

Publicize event to your membership and the community at large, including to other interested groups (*i.e.*, local teachers union, other youth/parent organizations, local PTA, local churches).

One Week Before

Identify list of media to contact and get updated contact info.

Draft media advisory and press release. (See www.publicadvocates.org/Williams for sample press release.)

Prepare/train spokespeople.

Finalize agenda.

Finalize materials for event.

2-3 Days Before

- Fax or email media advisory to all target media outlets. Follow up with pitch calls to those outlets you think are most interested in and likely to cover the event.
- Prepare media packets. Examples of information you might include:
 - information on your organization and contact information for spokespeople;
 - fact sheet on *Williams* case and complaint process (See www.publicadvocates.org/Williams);
 - summary of the number of complaints you are filing (broken down by three issue areas), the schools the complaints target, and examples of some of the specific problems raised in the complaints;
 - photographs;
 - sample filed complaint; and
 - press release highlighting your messages.
- Practice run-through of agenda with spokespeople.
- Last-minute publicity to turn out membership.

Event Day

Fax/email press release to all target media outlets.

Have spokespeople ready to talk to the media, including at individual school sites.

Document media turnout (so that you remember to check that outlet for the story the next day).

Take photos of the event yourself.