## 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

<table>
<thead>
<tr>
<th>What</th>
<th>Who</th>
<th>When</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Older Americans Month Media Advisory</td>
<td>Chris Ciarlo</td>
<td>Wednesday, April 25th and Monday, May 30th</td>
<td>Media advisory written and published by Chris Ciarlo inviting media to opening ceremonies.</td>
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</table>
| 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 30th  
May 4th  
May 11th  
May 15th (Results Release)  
May 30th (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 30th | 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. |
# Older Americans Month and KOLO Stuff-A-Bus For Seniors Donation Drive Communications Plan

<table>
<thead>
<tr>
<th>Website Promotion</th>
<th>Washoe County, City of Reno, Regional Transportation Commission, City of Sparks, and Reno Aces Promote on websites.</th>
<th>Month of May</th>
<th>Promotion of Stuff-A-Bus. Placed on WC homepage/slider</th>
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<tbody>
<tr>
<td>RTC “The Road Ahead” TV segment</td>
<td>Lauren Ball produces</td>
<td>Airing May 8&lt;sup&gt;th&lt;/sup&gt;, 9&lt;sup&gt;th&lt;/sup&gt; and 10&lt;sup&gt;th&lt;/sup&gt;</td>
<td>Segment will air on KOLO’s Good Morning America, Midday and evening newscasts.</td>
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<tr>
<td>Stuff-A-Bus Donation Drive</td>
<td>RTC, WC, City of Reno, City of Sparks, Reno Aces, and KOLO</td>
<td>Friday, May 11&lt;sup&gt;th&lt;/sup&gt;</td>
<td>Event from 4-7 p.m. on Evans Ave., in front of Greater Nevada Field.</td>
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<tr>
<td>Government Television</td>
<td>WCTV/Julie, Matt</td>
<td>May 15&lt;sup&gt;th&lt;/sup&gt;</td>
<td>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.</td>
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<tr>
<td>Stuff-A-Bus Distribution Event</td>
<td>Matt, Chris, Abby</td>
<td>Monday, May 21&lt;sup&gt;st&lt;/sup&gt;, from 2-5 p.m.</td>
<td>Distribution event of donations to WC seniors at the Senior Center.</td>
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</table>

**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)