

Promo checklist for JCOS public events

*2023 Outreach subcommittee – Marian Call, Jessie Barker, Duff Mitchell, ex officio member
Gretchen Keiser*

Event details confirmed

- Date, time, place confirmed

- “Blurb” approved by all involved parties

- Official web presence for event created (by CBJ or other party)

- Images and required logos approved by all involved parties (if necessary)

- Messaging and messaging limits (relevant “don’t’s”) understood

- Tech and event production responsibilities confirmed

Promotional materials

- Poster and/or flier design

- Press release

- Invitation language for social media & email use

Press promotion

- KTOO newsroom

- KTOO - Juneau afternoon

- KINY

- Juneau Empire

- JAHC Community Calendar entry

- Alaska Public Media (if relevant statewide)

- Anchorage Daily News (if relevant statewide)

- Alaska Beacon (if relevant statewide)

Community outreach

- JCOS Facebook page event created

- JCOS Facebook page x2-4 posts

- Posters to JAHC for distribution (if necessary) - 2 weeks ahead

- Key stakeholders identified

- Key stakeholders invited

- Outreach to other sustainability groups

- Business community outreach

- University outreach