

Your Organization's Communications Work

Labor Power

- Does your organization have a person assigned to communications/public relations?
Is it their only job?
If not their only job, what % of their time do they spend on communications/public relations?

Communications Planning

- Does your organization have a strategic plan?
Is communications/media a component of the strategic plan?
- Does your organization have a communications plan?
- Does your organization have a yearly media calendar/plan?

Media Systems

- Does your organization have systems for dealing with the media?
Do you have media protocols? Are there systems for handling media calls?
Is there a way for the media to contact your organization after hours or on weekends?
Does your organization return media calls quickly?
Do you have media forms for when the media contacts you?
- Do you have a media database?
Do you monitor the media on your issue? For your organization?
Do you have a clipping service or clip your own articles?
- Do you debrief the coverage your organization receives for events, press conferences
- Do you have prepared materials to give to the media when they are doing a story on your issue?

Message Development

- Do you have a process for preparing your spokespeople to speak to the media?

- Do you have a process to develop effective messages for the media?
- Is there a system in place in case your spokesperson(s) are not available when a reporter calls on deadline?

Relationships with Journalists

- Has your organization worked on developing relationship with reporters?
- Do reporters call your organization when they are covering the issues your organization cares about?
- Do journalists contact you for quotes, story ideas, or your response on the issues your organization cares about?
- Do you regularly contact reporters to pitch story ideas?

Communications Tools

- Does your organization have a strategic publications plan?
 - Do you put your logo on all outgoing materials?
 - Does your organization have a specific font and colors that you use on all of your materials?
- Does your organization have a brochure and/or fact sheet about your organization?
- Does your organization regularly communicate with your various audiences through e-news, newsletter, Annual Report, Facebook, etc.

Social Media

- Does your organization have a website?
 - Do you update it regularly?
- Does your organization have a social media strategy?
 - Does your organization have a Facebook page?
 - Does your organization have a Twitter account?
 - Does your organization blog? Respond to blogs? Send articles to blog?
 - Does your organization post video or use You Tube or other video posting tool?