

PROPOSED COMMUNICATIONS SCHEDULE

APPENDIX 2

Publicity Activity					
Area of Activity: (press; internal communications; digital; design; print; advertising etc)	Description of activity	Progress	Outline of responsibilities	Key milestones and deadlines	Completed (date)
Website	Create short url for report		J MacQuire / Paul Martin	December 2012	
PR	Press release to publicise report & promote website address		J MacQuire / Press Team	January 2012	
PR	Circulate Press release to all partners, Police, NHS, Housing etc. for inclusion on intranets, newsletters, notice boards etc.		J MacQuire / Press Team	January 2012	
Website	Press release news story on Internet homepage		J MacQuire / Paul Martin	January 2012	
Advertising	Display screen advert on Halton Direct Link screens		J MacQuire	January 2012	
Advertising	Display screen advert on Halton Library screens		J MacQuire	January 2012	
Internal Communication	Press release news story on Intranet homepage		J MacQuire	January 2012	
Internal Communication	Article in Team Brief, Leaders Newsletter, Information Bulletin		J MacQuire	January 2012	
Internal Communication	Article in InTouch staff magazine		J MacQuire	February 2012 edition	
Advertising	Article and in Inside Halton Magazine		J MacQuire	March 2012 edition	