

CUPE to-do list

What goes out when (from Hetrick):

Wednesday 12.5	<ul style="list-style-type: none"> • CUPE contacts IACT, to alert them that advisories will be going out Friday
Thursday 12.6	<ul style="list-style-type: none"> • “Voices” column sent to <i>Star</i>
Friday 12.7	<ul style="list-style-type: none"> • Media advisory e-mailed • Advisory/invite e-mailed to chiefs of affected associations statewide • Advisory/invite e-mailed to legislators statewide
Saturday 12.8	<ul style="list-style-type: none"> • <i>IBJ</i> legislative preview includes info on report
Sunday 12.9	<ul style="list-style-type: none"> • “Voices” column appears in <i>Star</i>
Monday 12.10	<ul style="list-style-type: none"> • Reminder e-mail sent to media statewide
Tuesday 12.11	<ul style="list-style-type: none"> • Flyaround (or in bad weather, teleconference) starts at 7:30 p.m. in Indy (see details, below) • CUPE posts report on Web site and e-mails it to concerned citizens, • Hetrick sends report with press release to all media statewide at 7:30 a.m. • Press kits and reports passed out at each stop (Note: Press kit for media only has report + several components; Other attendees get reports with an FAQ/exec summary document)
Wednesday 12.12	<ul style="list-style-type: none"> • Invite editorial-page editors/writers to take part in conference call on 12/13 (Tentative—if we can coordinate co-chairs’ schedules)
Thursday 12.13	<ul style="list-style-type: none"> • Conference call to take questions from editorial writers • Conference call podcast posted on Web site

Flyaround schedule:

	News conference	Take off	Land at next stop
Indy*	7:30-8:30 a.m.	8:45	9:30
Ft. Wayne	9:30-10:30	10:45	11:30
South Bend	11:30-12:30	12:45	1:30
Gary	12:30-1:30 (note time change! This is Gary time!)	1:45	3:30
Evansville	3:30-4:30	4:45	

*Note: Planned for airport, though may take place in the governor’s office.

Quantities needed for news conferences:

Indy: 50 media kits (which have reports in them) plus 100 separate reports/FAQs
 Other stops: 25 media kits per stop (total 100) plus 50 reports/FAQs per stop (total 200)
 Total: 150 media kits; 300 reports (a total of 450 reports, counting those in the media kits)

What the team is working on

To do/Job #	Who's doing?	Notes/Date to be completed in-house	Date to client for okay	Date for final deliverable
Plan backup teleconference/1007	Aimee			
Compile blog list/1005	Ryan	Thursday 12.5		
Compile media list statewide + Louisville/1005	Ryan (also get media lists from Jamie at CUPE and IU, from Mike and cross-reference)	Thursday 12.5		
Compile list of association chiefs (or get from CUPE)/1005	John get from CUPE			
Compile list of editorial-page editors/writers statewide + Louisville (dailies only)/1005	Ryan			
Work w/ Randy Shepard's office to make arrangements at each airport for press conference site; how to get media & others there, etc./1007	Kristen			
Write media advisory/1006	Liz			
Write fact sheet for media kit: commission background and members, what is CUPE, history of local-gov reform efforts, news release, etc./1006	Liz			
Write release to send with report at 7:30 a.m. on 12.11/1006	Liz			
Provide copy for 2 explanatory charts to include in media kit/1006	John; gave to Kevin and Chris 12.3	Gave to Kevin and Chris 12.3		
Design explanatory charts in three formats: for media kits, for foamcore signs to be taken on plane to each press conference; and digital, to post on Web site/1006	Kevin/Chris			
Design report/1006	Kevin/Chris	Copy available on 12.6 at latest		
Write FAQ document for passing out at flyarounds w/report/1006	John			
Create flyaround signage to hang from podium (matches report cover)/1006	Kevin/Chris			

Write association chiefs' advisory/invite/1006	Liz			
Write legislators' advisory/invite/1006	Liz			
Write media reminder/1006	Liz			
E-mail media advisory/1005	Ryan			
E-mail ass'n. chiefs' advisory/1005	Ryan			
E-mail legislators' advisory/1005	Ryan			
E-mail media reminder/1005	Ryan			
Write talking points for flyaround participants/1006	John			
Write talking points for all commission members, available 12.11/1006	John			
Prepare airport sign-in sheets, with "Yes, add me to the e-mail list," as well as name, address and "media, legislator, concerned citizen" etc./1006	Liz/Carolyn			
Write release to e-mail to media with report/1006	Liz			
Write cover letter to e-mail with report to "concerned citizens"/1006	Commission co-chairs have written			
On 12.11 at 7:30 a.m., e-mail release with report to all media/1005	Ryan			
On 12.11 at 7:30 a.m., e-mail cover letter with report to all "concerned citizens"/1005	CUPE			
On 12.11 at 7:30 a.m., post report and graphics on Web site/1005	Aimee get graphics to CUPE; CUPE will post			
TENTATIVE: Arrange editorial-writers' conference call/1006	Aimee			
Write e-mail invite to editorial-page editors and writers/1006	Aimee			
Write intros for people speaking on conference call/1006	Aimee			
E-mail conference call invite to media/1006	Aimee			
Hold conference call/1006	Aimee			
Record conference call to post as podcast on Web site/1006	CUPE			