

DRAFT

Announcement Timeline/Implementation Plan: City Manager Appointment

Friday, May 15, 2020

1. Holding Statement – sent Thursday evening
2. Inform Department Directors – see previous email
3. SAE to Draft Materials (initial)
 - a. Timeline/Implementation Plan
 - b. Key Messages
 - c. Press Release

Sunday, May 17, 2020

1. Materials Review -- SAE/CM to review materials, conduct mock-media interview
2. Next Round of Materials -- SAE to incorporate edits, send next round of materials by end of day Sunday

Monday and Tuesday, May 18/19, 2020

1. SAE/City Finalize Materials, Prepare for Distribution
 - Public:
 - a. Release - Put release in proper format, prepare for distribution to media after vote
 - b. Website – Prepare to post release on website after Council vote
 - c. Social Media – Prepare posts, ready for distribution Tuesday after vote
 - Business Community:
 - d. Business e-Newsletter – Prepare article from release to go out via CC after voted
 - City Employees:
 - e. Prepare Employee Email – email from ACM to employees transmitting release (and employee video)
 - f. Employee Video – CM to record 2-3 minute video to employees
2. City Staff – Send Materials Tuesday Night After City Council Action – This order:
 - a. Employee email - From ACM to all employees transmitting release [let us know if transmittal sentence is needed, e.g.: The City Council unanimously voted this evening to appoint xxxx as our next City Manager. Please see the attached press release which will be disseminated shortly. In addition, he has recorded a video message to you. This can be found at this link: [insert link or make hot link]
 - i. Send xxx acceptance comments to all employees
 - b. Post release to website
 - c. Send release to media list
 - d. Send business e-newsletter
 - e. Post to social media