

**Advanced PR  
Communication Plan**

## Communication Plan

Sept. 11th- Benchmarking Report  
Sept. 18th- Media List  
Sept. 23rd- First Brief Target Date  
Oct. 11th- Feature Press Release Target Date  
Oct. 25th- PSA Target Date  
Nov. 8th- Mission Statement  
Nov. 18th- Crisis Plan  
Nov. 22nd- Feature Press Release Target Date  
Nov. 30th- Media Report