

 ★ Eastover ★ Falcon ★ Fayetteville ★ Godwin ★  
 ★ Hope Mills ★ Linden ★ Spring Lake ★  
 ★ Stedman ★ Wade ★ Pope AFB ★ Fort Bragg ★  
 ★ Cumberland County ★



**PREPARATION MEETS OPPORTUNITY**

## Objective IX: Communications

| Init ID | Init Descr  | Description   | Plan End   | Init Item Status  |
|---------|---|---|------------|---|
| V09IN01 | Ensure PR People in CC are communicating to ext. and int. comm.           | Committees formed   |            | Events, Membership and PRSA/APR Research and awards.  |
| V09IN01 | Ensure PR People in CC are communicating to ext. and int. comm.           | Determine how to request funding through GFFII for forming the online news room. Complete Steps to request funding. | 12/30/2009 | Once determined, will request grants teams starts working to secure funding for the project.  |
| V09IN01 | Ensure PR People in CC are communicating to ext. and int. comm.           | FVAPRA Board meets to discuss upcoming meetign and place new president  | 01/25/2010 | Jeff Thompson will be the new president   |
| V09IN01 | Ensure PR People in CC are communicating to ext. and int. comm. audiences | Develop Site sample for leadership team with management process   | 03/01/2010 | By this date, all leadership team members will see a sample of the site, and have a basic understanding of how the site will be   |
| V09IN01 | Ensure PR People in CC are communicating to ext. and int. comm.           | Hold March 11 FVAPRA Meeting  | 03/11/2010 | Held at the Crown Center.   |
| V09IN01 | Ensure PR People in CC are  | FVAPRA Events Committee meets to plan third meeting   | 04/15/2010 | this meeting we will introduce the website  |
| V09IN01 | Ensure PR People in CC are communicating to ext. and int. comm.           | Re-form and reformat Go-Fayetteville to house community news. Also house a GFFII component                          | 05/01/2010 | Tom McCollum to assist with structure for the site.   |
| V09IN01 | Ensure PR People in CC are communicating to ext. and int. comm.           | Train community PR people to upload their content to Online newsroom  | 05/01/2010 | Melody to work with Tom on this item  |
| V09IN01 | Ensure PR People in CC are  | FVAPRA Board meets Following Events Committee Planning session  | 05/01/2010 | discuss upcoming meeting, agenda, logistics   |
| V09IN01 | Ensure PR People in CC are communicating to ext. and int. comm.           | Recruit PRA members to blog on other community sites  | 06/01/2010 | Will assist with optimization of all our sites, and the community newsroom.   |
| V09IN01 | Ensure PR People in CC are  | DEPENDENCY: Acquire Funding for Go-Fayetteville.com   |            | Funding Needed to complete this item  |
| V09IN01 | Ensure PR People in CC are  | DEPENDENCY: Each VFO must ensure one member of the VFO is   |            |   |
| V09IN01 | Ensure PR People in CC are  | Ensure one member of each GFFII module is trained to upload   | 07/01/2010 |   |
| V09IN01 | Ensure PR People in CC are communicating to ext. and int. comm. audiences | Complete Development for an Online Newsroom for PR people to upload their news, releases and story ideas            | 10/01/2010 | By this date, we plan to have the site set up, and have all users populating with content. This is the date we believe the site will be ready to start being pushed out to outside sources as an <u>online newsroom</u> |
| V09IN01 | Ensure PR People in CC are  | DEPENDENCY: GFF Executive to promote the Online Newsroom to   |            |   |
| V09IN01 | Ensure PR People in CC are communicating to ext. and int. comm.           | Create Widget/Feed for PR Group members to place on their website to rotate Community Updates                       |            |   |
| V09IN01 | Ensure PR People in CC are communicating to ext. and int. comm. audiences | Promote the Online Newsroom to Internal and External Audiences  | 10/01/2010 | moved to next fiscal year because our focus this year, is creating the online newsroom and getting all PR professionals on board using the newsroom   |