

POWER

Initiative	Scope	Volume (12 months)
Building the strategy for the 12 months encompassing press, non-press activities	*Identifying key drivers for the company and the strategy which will drive messaging for the communication campaign	12
Setting up press and non-press office	*An updated comprehensive resource bank including company profiles, bio-profiles, message house, fact sheets, Q&As, photo library, etc *Develop an updated national media universe across mainline, financial, trade, wires, online, regional and broadcast (across the markets where there the company has presence)	1 every quarter
Monthly Report	Monthly break-up of activities (proactive and reactive along with deliverables)	12

PR Activity	Stakeholders	Plan/Frequency	Target/s
POWER Events	Donors, internal stakeholders, general public,	Once every quarter	6-7
Media advisories and Press Releases	Government, Journalists, Donors, general public,	Once every 2 months	6
Human interest stories	Donors, general public, internal stakeholders	One per month	12
Placement of op-eds/Editorials in national and regional press	Government, Journalists, Donors, general public,	One per month	12
Industry Stories	internal stakeholders, general public,	Once every 2 months	6
Television and Radio	internal stakeholders, general public,	One per quarter	4
Special Advocacy Day/Information Campaigns	Government, donors, civil society, media, public	Once every 2 months	8
Speaking Opportunities at Events/Panels	Government, donors, public	One per quarter	4
Blog Posts	Donors, Internal stakeholders	One per month	12