

Press Engagement Plan

Date: [Insert Date]

To: [Board Director's Name]

From: [Your Name]

Subject: Engagement Plan for Upcoming Press Activities

Dear [Board Director's Name],

As part of our ongoing efforts to enhance communication and public relations, I am pleased to outline a press engagement plan for the upcoming quarter. This plan encompasses key initiatives that will position our organization positively in the media and among stakeholders.

Objectives:

- Enhance visibility of our projects and initiatives.
- Strengthen relationships with key media outlets.
- Engage board directors in public communications.

Key Activities:

1. Press Releases for Project Launches
2. Media Training Sessions for Board Directors
3. Scheduled Interviews with Local News Outlets

Timeline:

[Insert Timeline Details Here]

Expected Outcomes:

- Increased media coverage by [percentage] over the next quarter.
- Enhanced public perception of the organization.

I look forward to discussing this plan further and gaining your insights on how we can effectively implement these initiatives. Please let me know your availability for a meeting next week.

Best regards,

[Your Name]

[Your Position]

[Your Contact Information]