



Goal: To engage our congressional leaders in all of our community projects and events.

Background:

Our community projects represent decades of goodwill benefiting the people of Maine. Each year we honor local heroes, recognize volunteers, raise awareness, collect food, clothing, and money for Mainers in need. These legacy events are connected to the brand essence of our station. That's the reason we use our broadcast, social media, and digital channels to thank our viewers for their generosity after each successful project. However we have not extend that same communication to our congressional leaders. This is an important opportunity to help them understand the work we are doing for their constituents in our state. We recently made adjustments in our communication procedures to include our congressional leaders and staff. We also encouraged them to participate in the process by helping us thank their constituents. We believe this new SOP will go a long way to educate our leaders on the significance of our local efforts.

Congressional Communication Plan:

- Upload press release information to the public access section on each congressional leader's webpage. Include viewer feedback from social media.
- Contact the Chief of Staff for each congressional leader. Provide them with background information and community event results.
- Invite them to write an open letter, or create a video to share on our broadcast and social media channels.
- Provide a template script/letter.
- Post our "thank you" video on the congressional representative's Facebook page.
- Post the "thank you" video/letter they provide on our social media channels.
- Ask congressional leaders to write congratulatory letters to those people we honor throughout the year.

This was an easy adjustment on our part and the results were very effective. We were successful in getting our leaders to participate, and we plan to incorporate this process on a regular basis. I have included all of the materials we used to connect with our leaders and accomplish our goal.