

# Minnesota Coalition for Battered Women

## Event Communications Plan Template

<b>Event Title</b>	<b>Date</b>	<b>Target Audience</b>	<b>Action Message</b>	<b>Media Vehicle</b>
<i>Femicide Press Conference</i>	<i>March 2, 2006</i>	<i>General public and victims of abuse in later life and those who love them.</i>	<i>Domestic violence is an epidemic from which no one is immune, including older women. Make ending violence against women and children a priority.</i>	<i>Press conference—television, radio and newspaper coverage.  Interviews with individual reporters.</i>
<i>Choose Respect Minnesota Lynx Game Night</i>	<i>August 1, 2006</i>	<i>Boys and girls ages 11-14</i>	<i>Respect—give it, get it. Respect is choosing not to be violent in your relationships.</i>	<i>Press conference on game day with Lynx player—television, radio and newspaper coverage.  Interviews with individual reporters.  Interviews with teen spokespeople on teen-oriented radio and TV shows.</i>