

D. MEETING WITH POLLIES CHECKLIST

HAVE YOU GOT A MEETING OR OTHER ENGAGEMENT WITH A POLITICIAN COMING UP?



Use this checklist to help you plan and execute your political encounter. The type of encounter you're having will determine whether these actions are appropriate or not.

LOGISTICS AND PREPARATION

Confirm the date, time and location.

Be clear about what outcome you want. Tell the politician in advance.

Tell the politician who else they will be meeting, e.g. one of the station's key volunteers.

Ensure you have exchanged contact details for the day, in case something goes awry.

COMMUNICATIONS

Inform relevant staff, volunteers and board members.

Pre-announce the interaction on-air, on social media, etc.

Contact commercial media outlets to cover any story.

Prepare a media release to be issued post-event.

Prepare any physical materials to support what you are asking for, e.g. factsheets, station promotional material.

DURING THE ENCOUNTER

Be upfront and clear about the outcome that you want.

Introduce the politician to people they might not know.

Get a photo of the politician with relevant people from the station.

At the end of the encounter, confirm any commitments made or follow-up actions required.

POST-ENCOUNTER

Immediately write up any notes and/or outcomes as a report of the meeting.

Touch base with politician to confirm any outcomes of the encounter and schedule the next interaction.

Report on encounter via social media, e-newsletter, etc.