




































AD COMMUNICATION CHECKLIST

There's a lot of information to share before the school year starts. Use this quick guide to get on top of your communication in preparation for the fall season.

AUDIENCE <i>Who are you communicating with?</i>		
<p>PARENTS Legal guardians responsible for your students</p>	<p>STUDENTS Athletes, team managers, volunteers</p>	<p>COACHES Head coaches, assistant coaches, other team staff</p>
<p>SCHOOL STAFF Secretaries, administrators, teachers, maintenance</p>	<p>GAME STAFF Officials, scorekeepers, booster club, security</p>	<p>OTHER ADS ADs in your conference, district, state</p>































COMMUNICATION MEDIUM <i>How are you communicating?</i>		
<p>EMAIL Best Audience: Parents, Coaches, Staff, Other ADs Timing: Non-Urgent, Few days - Few weeks Best For:</p> <ul style="list-style-type: none"> • Sharing files, text-based documents • Mass, general information • Advance confirmations 	<p>WEBSITE Best Audience: Parents, Other ADs, Staff Timing: Non-Urgent, Continuous Best For:</p> <ul style="list-style-type: none"> • Hosting large amounts of information in one place • General, relevant information 	<p>SOCIAL MEDIA Best Audience: Students, Parents Timing: Urgent, Constant Best For:</p> <ul style="list-style-type: none"> • Quick updates, announcements, information-sharing • Interactive content • Engagement content
<p>PHONE CALL Best Audience: Staff, Other ADs Timing: Urgent, Same-Day Best For:</p> <ul style="list-style-type: none"> • Staff coordination • Quick confirmations • Last-minute updates/changes 	<p>MAIL Best Audience: Parents, Coaches Timing: Non-Urgent, 1 month+ notice Best For:</p> <ul style="list-style-type: none"> • Sharing files, text-based documents • Preparation information • Evergreen content 	<p>ICON KEY</p> <ul style="list-style-type: none">  Email  Website  Social Media  Phone Call  Mail

AD COMMUNICATION CHECKLIST

	COMMUNICATION	MEDIUM	AUDIENCE
<input type="checkbox"/>	Announce fall registration	  	Parents, Students
<input type="checkbox"/>	Announce try-out schedules and/or first day of practice date	  	Parents, Students
<input type="checkbox"/>	Confirm fall schedules with opponents	 	ADs
<input type="checkbox"/>	Announce fall season game schedule	 	Parents, Students, School Staff
<input type="checkbox"/>	Send weekly game schedule		School Staff
<input type="checkbox"/>	Announce mandatory pre-season parent meetings	 	Parents
<input type="checkbox"/>	Schedule media day or team photo day	 	Parents, Students, Coaches
<input type="checkbox"/>	Confirm officials for home games	 	Game Staff
<input type="checkbox"/>	Confirm home or shared facility use/bookings	 	School Staff
<input type="checkbox"/>	Announce pre-season coaches meeting	  	Coaches
<input type="checkbox"/>	Confirm availability of game day workers	 	Game Staff
<input type="checkbox"/>	Schedule meeting with booster club	 	Game Staff
<input type="checkbox"/>	Promote and sell season tickets	 	Parents, Students

ADD YOUR OWN

Add to our checklist! What else do you need to communicate?
Circle your medium(s) and fill in your audience(s).

<input type="checkbox"/>		    	
<input type="checkbox"/>		    	
<input type="checkbox"/>		    	
<input type="checkbox"/>		    	
<input type="checkbox"/>		    	
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ICON KEY



Email • Website • Social Media • Phone Call • Mail