

### Community Stadium Communication Plan Overview

<b>Date</b>	<b>Message</b>	<b>Key Audience</b>	<b>Method/s</b>
Jan 2009	Project Progress	Executive and Shadow Executive	Meetings Report
21 Jan	Community Stadium Project Overview (small paragraph in corporate report)	City of York Council Corporate Management Team Brief Project	CYC Dashboard Report
21 Jan 2009	Project Progress Communication Strategy Media Protocol	Officer Group	Meeting
29 Jan 2009	Striving for Excellence in York	Business Community Residents/public	Presentation (Lord Mayor's Breakfast) Press release
Feb 2009	Project Progress Communication Strategy, Plan and Media Protocol	Partnership Group	Meeting
Feb/March 2009	Project Progress The stadium will be for all the people of York. It will be a source of pride and community cohesion.	Residents	Press Release Radio
March 2009	Project Progress - Project Board and structure created and Media Protocol and Communications Strategy sign up and webpage	Residents/Public Media Supporters	Press Release (Picture) Radio Game Programs
April 2009	Project Progress - Progress made to date and future progress milestones	Partnership Group	Meeting
April 2009	Project Progress – Update report to go to the executive	Members	Executive Meeting and report
July 2009	Outline Business Case	Members	Executive and Shadow Executive Media/Press release