

For Monmouth Morale, Welfare, and Recreation Community Relations Plan

1. A determination is made if an event is customer driven and suitable for our installation, if it is then the date and location are agreed upon before a meeting with specific people is necessary.
2. Community Representative, Program Team and Marketing Team meet at least 6 month prior to event.
3. Target market for event is determined.
 - a. Media sources are researched that best meet the areas where the target markets are based.
 - b. Decision on what media sources will be used for advertising will be determined at least 4 months out – this gives time to design publicity.
4. If the event is open to the outside community or is a partnership with the local community, the following procedures need to be taken:
 - a. Send a Summary Sheet through the Chain of Command to have the installation “Open to the Public”.
 - b. Marketing Office meets with Public Affairs to discuss which media sources can be used to publicize the event.
 - c. Budget for a publicity plan is determined
 - d. All outside advertising will be coordinated through the MWR Marketing Office and Public Affairs Office.
 - e. All Television/Radio appearances by Fort Monmouth personnel must be coordinated through Public Affairs.
 - f. The Marketing Office along with the Public Affairs Office act as liaison to the outside community.
 - g. Marketing, along with the Program Team determines what actions need to be taken by each group involved.
 - h. An MOA is developed and agreed to by both parties.
 - i. After the MOA is established publicity of the event can continue.
5. After Action Reports
 - a. A after action report is put together by both parties and coordinated into one.
 - b. Photos, lessons learned, what went right and what went wrong will all be discussed and use for future events.

Publicity Plan for an Event

Checklist

PAID ADVERTISING

Asbury Park Press Jersey Alive
Asbury Park Press Datebook
Home News Tribune Datebook
NJN Publishing
Star Ledger
New York Times
Cable Television
Radio Stations in the Tri- State Area

PUBLICITY DISTRIBUTION

ON POST

All MWR Facilities
PX
AAFES
Post Office
Travel Office – building 1010
FBI Building
USMAPS
All Buildings on Post – marketing has checklist of building POCs
Myer Center

OFF POST

Chambers of Commerce - 25
Veteran Groups - 72
Monmouth County Fire Departments – 87 locations
New Jersey Calendar of Events – April – September 2000 Issue
Media Database – 240 media sources

LOCAL MERCHANTS

Monmouth Mall
Seaview Square Mall
Freehold Raceway Mall
Six Flags Outlet
Ocean County Mall
Bagel Boys
Morgan's Food and Spirit at Holiday Inn
Applebee's
Red Head's
Little Silver Train Station
Residence Inn
Sunrise Suites
Brick - Local merchants and families

Howell – Aldrich Plaza
Seaside Pier
Shrewsbury Commons
The Grove
A&P Shopping Center Complex
ACME Plaza
Treasure Island Plaza
Red Bank Marine Park

COLLEGES

Brookdale
Ocean County College
Monmouth University
Rutgers University

BOARD OF EDUCATION

Asbury Park
Allenhurst
Avon by the Sea
Belmar
Long Branch
Neptune
Middletown
Ocean Township
Old Bridge
Red Bank
Rumson
Sea Bright
Shrewsbury Township
Spring Lake Heights
Tinton Falls
Union Beach
Wall Township
West Long Branch

BANNERS

Corner of PX
Front of Expo Theater
400 Area by ATM – 2 Banners
Bowling Center – 2 Banners
Physical Fitness Center
Corner of Hope Road and Tinton Avenue – Golf Course Side
Corner of Pinebrook Road and Hope Road
Front of Building 801

Billboard Truck – Located at corner of Hope Road and Highway 36 – week of May 8th

