



MEMO

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To: Sydney Warrick

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Subject: Communication tactics for May and June

It's time to transition our communication efforts to protecting cancer patients during this pandemic since we are no longer holding campus events. We need to start mirroring messages that are directly coming from the American Cancer Society to ensure that these we are concise all the way through.

Now is not the time to ask for donations but keep our publics informed of how we are protecting those in our care and what we are doing to help combat Covid-19. Our tone throughout these communications must be supportive- talking less about ourselves and more about promoting safety for cancer patients. Publics will include cancer patients and their loved ones as well as hospital workers and doctors.

The best way to communicate with our publics will be through our social media platforms. They involve zero contact but still provide intimate, two-way communication. Stories on Facebook and Instagram portray Relay For Life as more "human," allowing viewers to see what our organization is doing for their patients. I am planning on creating an infographic outlining what the American Cancer Society is doing to protect their patients. There will also be a Facebook post speaking of the changes in policy that ACS has made to adapt to social distancing guidelines.

Lastly, I'd like to create a user's guide to caring for a cancer patient during a pandemic. This would be a brochure giving instructions on how to make homemade protective gear, emergency contact information, ACS resources and more.

Please contact me with any questions, concerns or suggestions.