

**Part III: USAID/Panama Illustrative
Communications and Outreach Implementation Matrix**

Development Outreach and Communications (DOC) Activities	Roles and Responsibilities				
	Technical Staff	SO Team Backstop in the Program Office (PROG)	Dir/PROG or Development Outreach and Communications (DOC) Officer	Secretary/ PROG	USAID/Panama Representative (AIDREP)
Overall Roles/Responsibilities	Identify DOC opportunities and issues and liaison with PROG and implementing partners to handle them. Provide technical input to DOC information materials.	Draft most USAID/Panama DOC information materials. Provide support to Technical Office/SO Team Staff and Dir/PROG or DOC Officer on DOC issues.	Primary point of contact on DOC issues. Provide guidance on USAID/Panama information materials. Coordinate with Embassy and USAID/W on DOC activities. Monitor and evaluate USAID/Panama DOC results.	Maintain USAID/Panama Online/Offline DOC Library and Calendar. Distribute USAID/Panama DOC Quarterly Report.	Provide overall clearance on major USAID/Panama materials. Participate in media and other high-level events. Interact with senior USAID/W and Embassy staff on high-level DOC issues.
INITIAL SIX MONTHS OF STRATEGY:					
<i>In-Reach Activities</i>					
Continue to include USAID/Panama staff and Embassy colleagues in site visits and non-traditional events (i.e., other than ribbon-cuttings)	Advise USAID/Panama, Embassy staff of site visits and events. Ensure site visits/events are inputted to USAID/Panama DOC Calendar. Take photos of site visits/events for future use.			Ensure that site visits/events are inputted to USAID/Panama DOC Calendar	Coordinate with Ambassador on major events for which his/her participation is requested
Include associated partners' activities and planning into USAID/Panama communications plans	Ensure that event is inputted to USAID/Panama DOC Calendar			Ensure that event is inputted to USAID/Panama DOC Calendar	
Maintain a USAID/Panama DOC Calendar of key in-reach and outreach dates and events	Input events to the calendar, including associated partners' DOC activities and planning			Maintain Calendar on shared drive	
<i>Outreach Activities</i>					
Continue to invite media to site visits/events/briefings (inaugurations, events, official and unofficial tours, etc.)	Follow <i>Guidelines on Media Relations and Planning Public Events</i> for site visits/events/briefings. Take photos of site visits/events as needed.	Provide support to Technical Office/SO Team Staff and Dir/PROG or DOC Officer as needed.	Coordinate with Technical Office staff, Embassy PAS, and USAID/Panama Director as outlined in <i>Guidelines on Media Relations and Planning Public Events</i>	Ensure that event is inputted to USAID/Panama DOC Calendar	Attend events and/or invite Ambassador as appropriate
Rework and/or refine USAID/Panama "canned" briefing materials/fact sheets: 1 1-pager on USAID/Panama programs (text only) 3 1-pagers on each SO (mostly text, 1 photo per SO) 3 3-pagers on each SO (text and photos)	Provide technical input to PROG Backstop	Draft briefing materials/fact sheets	Review and edit briefing materials/fact sheets, clearing with AIDREP.		Clear briefing materials/fact sheets

