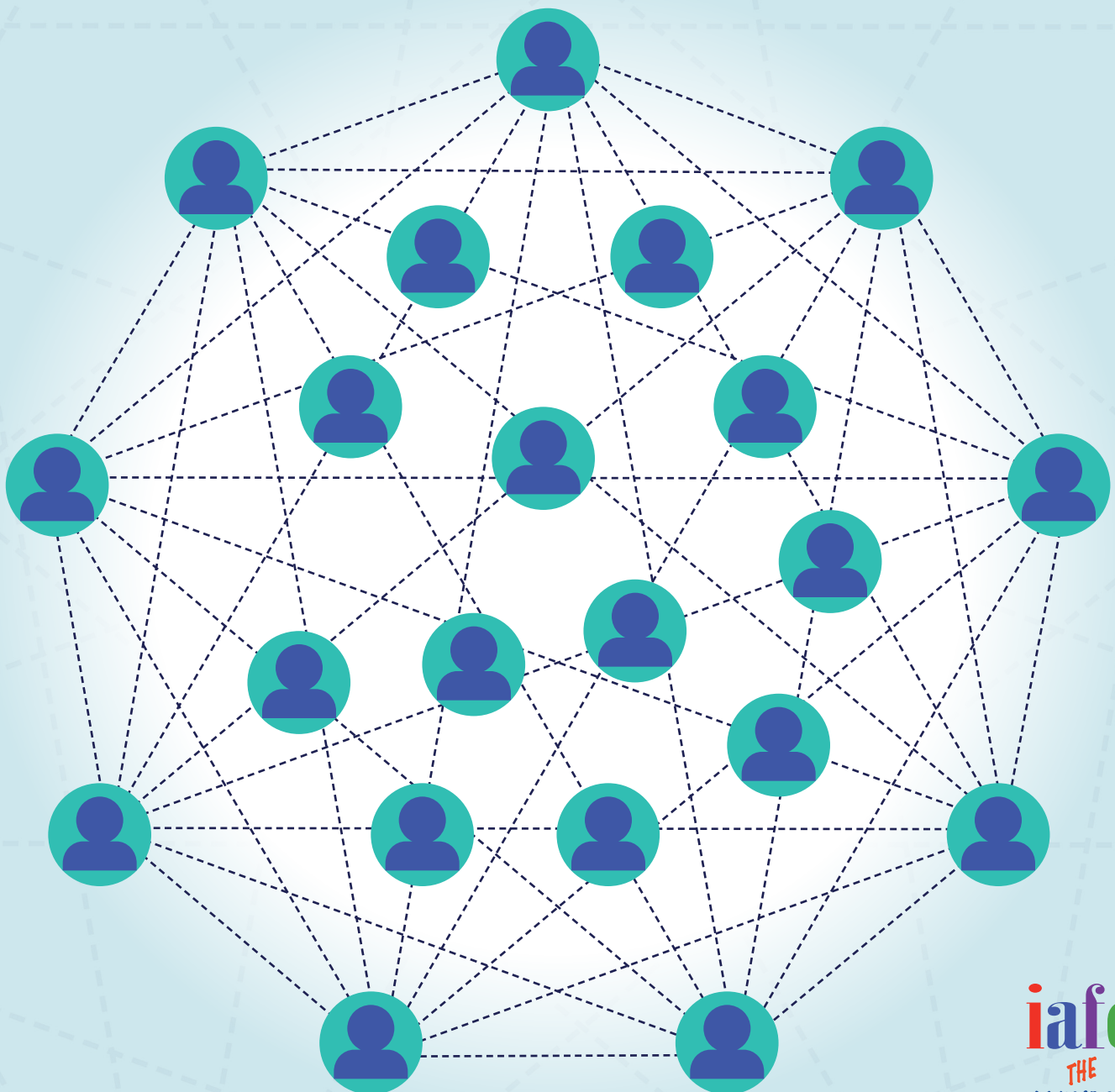


# COVID-19 Communications Toolkit



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Review the following scenarios. Determine which one most closely aligns with your fair or exposition's circumstances and use the applicable communications resources to formulate your messaging.

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## **It's too early to determine if our fair will be cancelled. We are continuing to plan.**

- **Media Relations:** Key Messages for Media Interviews; Written Statement
- **Website:** Homepage message; COVID-19 landing page
- **Social Media:** Facebook; Twitter; Instagram
- **Stakeholder Communications:** Concessionaires, Commercial Exhibitors, Mobile Marketers, Sponsors, Breed Assns., Commodity Groups, Entertainers, Contractors, Suppliers, Purveyors & Community Organizations (Chamber, Local Gov't, Law Enforcement); Staff & Volunteers; Competitive Exhibitors, 4-H & FFA
- **Miscellaneous Content:** Main Phone Line Recording; Scripting for receptionists and phone operators

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## **We will be making a decision about whether to hold or cancel our fair on or before X date.**

- **Media Relations:** Key Messages for Media Interviews; Written Statement
- **Website:** Homepage message; COVID-19 landing page
- **Social Media:** Facebook; Twitter; Instagram
- **Stakeholder Communications:** Concessionaires, Commercial Exhibitors, Mobile Marketers, Sponsors, Breed Assns., Commodity Groups, Entertainers, Contractors, Suppliers, Purveyors & Community Organizations (Chamber, Local Gov't, Law Enforcement); Staff & Volunteers; Competitive Exhibitors, 4-H & FFA
- **Miscellaneous Content:** Main Phone Line Recording; Scripting for receptionists and phone operators

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## **We have made a decision to cancel our fair. We will not reschedule.**

- **Media Relations:** News Release; Key Messages for Media Interviews; News conference
- **Website:** Homepage message; COVID-19 landing page
- **Social Media:** Facebook; Twitter; Instagram; YouTube
- **Stakeholder Communications:** Guests/Ticket Holders; Concessionaires, Commercial Exhibitors, Mobile Marketers, Sponsors, Breed Assns., Commodity Groups, Contractors, Suppliers & Purveyors; Staff & Volunteers; Competitive Exhibitors, 4-H & FFA; Entertainers; Community Organizations (Chamber, Local Gov't, Law Enforcement)
- **Miscellaneous Content:** Signage; Main Phone Line Recording; Scripting for receptionists and phone operators

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## **A governing body or regulatory authority has ordered our fair to be cancelled (if order comes before fair opens) OR to close (if order comes during the fair's run).**

- **Media Relations:** News Release; Key Messages for Media Interviews; News conference
- **Website:** Homepage message; COVID-19 landing page
- **Social Media:** Facebook; Twitter; Instagram
- **Stakeholder Communications:** Guests/Ticket Holders; Concessionaires, Commercial Exhibitors, Mobile Marketers, Sponsors, Breed Assns., Commodity Groups, Contractors, Suppliers & Purveyors; Staff & Volunteers; Competitive Exhibitors, 4-H & FFA; Entertainers; Community Organizations (Chamber, Local Gov't, Law Enforcement)
- **Miscellaneous Content:** Signage; Main Phone Line Recording; Scripting for receptionists and phone operators

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## **We have made a decision to postpone. We will reschedule.**

- **Media Relations:** News Release; Key Messages for Media Interviews; News conference
- **Website:** Homepage message; COVID-19 landing page
- **Social Media:** Facebook; Twitter; Instagram; YouTube
- **Stakeholder Communications:** Guests/Ticket Holders; Concessionaires, Commercial Exhibitors, Mobile Marketers, Sponsors, Contractors, Suppliers & Purveyors; Staff & Volunteers; Competitive Exhibitors, 4-H, FFA, Breed Assns. & Commodity Groups; Entertainers; Community Organizations (Chamber, Local Gov't, Law Enforcement)
- **Miscellaneous Content:** Signage; Main Phone Line Recording; Scripting for receptionists and phone operators

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## **We are confident our fair will go on as scheduled with modifications to programming and increased efforts to keep guests safe.**

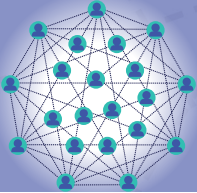
- **Media Relations:** News Release; Key Messages for Media Interviews
- **Website:** Homepage message; COVID-19 landing page
- **Social Media:** Facebook; Twitter; Instagram
- **Stakeholder Communications:** Guests/Ticket Holders; Concessionaires, Commercial Exhibitors, Mobile Marketers, Sponsors, Competitive Exhibitors, 4-H, FFA, Breed Assns., Commodity Groups, Entertainers, Contractors, Suppliers, Purveyors & Community Organizations (Chamber, Local Gov't, Law Enforcement); Staff & Volunteers
- **Miscellaneous Content:** Signage; Main Phone Line Recording; Scripting for receptionists and phone operators

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## **Appendix — Forms of Address for Writing to Elected Officials**

The scenarios in this document for contingency planning and communication are purely theoretical. Event postponements and cancellations due to the COVID-19 public health crisis raise a number of legal, liability and public relations concerns. Before making decisions about cancellation, postponement or rescheduling, consult the authority that gives you approval to hold a mass gathering, as well as your legal counsel, public health agencies, and your insurance provider/s. Work with these agencies to understand your rights and obligations under existing agreements, contracts, statutes and common law, including whether you may be excused from obligations under force majeure, common law doctrine; insurance coverage, etc. Your legal and contractual obligations and determined course of action will drive which type of cancellation vs. postponement vs. rescheduling-type vocabulary you use in communications to the public and your stakeholders.

# SCENARIOS & CORRESPONDING COMMUNICATIONS TACTICS



**It's too early to determine if our fair will be cancelled.  
We are continuing to plan.**

## MEDIA RELATIONS

### *Key Messages for Media Interviews*

- The {insert fair name here} is still on schedule for {insert fair dates here}.
- We are carefully following the directives of local and national health agencies, monitoring the COVID-19 public health situation, and weighing the potential impacts of holding the fair.
  - Name those agencies above if you rely heavily on recommendations from specific local and national agencies.
- We are dedicated to using our fair facilities and resources to support and serve our community.
  - Give examples of how your fair is offering community support here (i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.)
- While we're all facing many uncertainties, we are optimistic and continuing to plan for the {insert fair name here}.

### *Written Statement*

The {insert fair name here} is on schedule for {insert fair dates here}. While we are all facing many uncertainties, our team is optimistic and continuing to prepare and plan. The safety and well-being of our guests, participants, partners and community always comes first, so we are closely following the directives of local and national health agencies {name those agencies if applicable}.

As champions of positive change and a better tomorrow, we are dedicated to using our fair facilities and resources to support and serve those who are affected by COVID-19. Currently, {Give examples of how your fair is offering community support here, i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.}

We are grateful for the community's patience and support, and we look forward to being part of {insert city, state, county or community name}'s healing.

## WEBSITE

### *Homepage Message*

The {insert fair name here} is still on for {insert fair dates here}.  
Learn More!

- Use this banner message to click through to a landing page with updates listed chronologically by date (most recent at the top).

### *COVID-19 Landing Page*

Offer updates to web page visitors as they are available via this landing page. Most current/recent updates should be at the top of the page and move down the page in chronological order. If specific updates are outdated or no longer necessary, remove them when appropriate.

While we are all facing many uncertainties, our team is optimistic and moving forward with preparations and planning for the 2020 {insert fair name here}. The safety and well-being of our guests, participants, partners and community comes first, so we are closely following the directives of local and national health agencies {name those agencies if applicable}. Check back here for updates.

As champions of positive change and a better tomorrow, we are dedicated to using our fair facilities and resources to support and serve those affected by COVID-19. Currently, {Give examples of how your fair is offering community support here, i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.}

We are grateful for the community's patience and support as we navigate these unprecedented times. We are looking forward to celebrating with you soon!

## SOCIAL MEDIA

### *Facebook*

The {insert fair name} is still on! We've got a bumper crop of hope that we'll be able to bring you {insert city, state, county or community name}'s biggest celebration of agriculture, education, food, amusements, entertainment and more. That optimism is



fueling our team's planning and preparation for the fair. We'll keep you posted with updates. Stay safe, stay healthy and be good to each other, {insert city, state, county or community name}! More info: {insert link to your website's COVID landing page}

*Suggestions for images to accompany post: Youth livestock competitor looking hopeful in the show ring or entering the show ring. Guests looking up into the sky at fireworks. "Bumper crop"/ribbon winning vegetable or horticulture competition entries. Large bundle of a crop with a fair ribbon tied around it. Guest with their back to the camera looking down an iconic street or location on your fairgrounds. Evening photo with twinkling carnival lights or stars over your fairgrounds. A dreamy evening photo of an iconic location on your fairgrounds.*

### Twitter

The fair is still on! A bumper crop of hope is fueling our planning and preparations for the {insert fair name} — {insert fair dates}! Your health and safety is always our #1 priority, so continue to watch for updates.

- Insert hashtags as space allows. Utilize hashtags your fair typically includes in its social content, plus a couple additional that perhaps include your town or community name, #fairstrong, #safeandstrong, #safeandstrongtogether, #inittogether, etc.
- Suggestions for images to accompany post: Youth livestock competitor looking hopeful in the show ring or entering the show ring. Guests looking up into the sky at fireworks. "Bumper crop"/ribbon winning vegetable or horticulture competition entries. Large bundle of a crop with a fair ribbon tied around it. Guest with their back to the camera looking down an iconic street or location on your fairgrounds. Evening photo with twinkling carnival lights or stars over your fairgrounds. A dreamy evening photo of an iconic location on your fairgrounds.

### Instagram

The fair is still on! A bumper crop of hope is fueling our planning and preparations for the {insert fair name} — {insert fair dates}! Visit the link in our bio for the latest updates.

- Link in bio should jump to homepage of your website, which will have the home page banner content that clicks through to your COVID-19 landing page.
- Insert hashtags as space allows. Utilize hashtags your fair typically includes in its social content, plus a couple additional that perhaps include your town or community name, #fairstrong, #safeandstrong, #safeandstrongtogether, #inittogether, etc.
- Suggestions for images to accompany post: Youth livestock competitor looking hopeful in the show ring or entering the show ring. Guests looking up into the sky at fireworks. "Bumper crop"/ribbon winning vegetable or horticulture competition entries. Large bundle of a crop with a fair ribbon tied around it. Guest with their back to the camera looking down an iconic street or location on your fairgrounds. Evening photo with twinkling carnival lights or stars over your fairgrounds. A dreamy evening photo of an iconic location on your fairgrounds.

A note about tagging community or partner organizations: If your fair has worked in close partnership with specific community or partner organizations (i.e. department of health, governor's office, university extension office, ag or breed commodity groups, 4-H, FFA, etc.) in planning for COVID-19 and contingencies surrounding it, consider requesting permission to tag those groups in your fair's social media posts. It shows partnership, solidarity and commitment to community while helping your posts reach additional people and garner more impressions.

## STAKEHOLDER COMMUNICATIONS

The following message may be sent to concessionaires, commercial exhibitors, mobile marketers, sponsors, breed associations, commodity groups, entertainers, contractors, suppliers, purveyors and community organizations (local government, chamber, law enforcement):

Dear {insert salutation of your choice or "Fair Community & Partners"},

The {insert fair name here} is still on schedule for {insert fair dates here}. While we are all facing many uncertainties, our team is optimistic and continuing to prepare and plan. Understandably, the current public health situation has generated many questions about the status of the 2020 fair. Rest assured, there is no higher priority than the safety of our fair partners, participants and guests. We are closely monitoring directives of local and national health agencies {including...name those agencies if applicable}, and will make any future decisions based on what's best for the health and well-being of our fair community at large. We will keep you apprised of any changes in plans.

Thank you for your patience and support. We are hopeful we can come together to celebrate at the 2020 {insert fair name here}.

Be well and we'll be in touch,

{insert name}

{insert title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following message may be sent to staff and volunteers:

Dear {insert salutation — “valued team member,” “valued volunteer” or individual’s name},

The {insert fair name here} is still on schedule for {insert fair dates here}. Understandably, the current public health situation has generated many questions about the status of the 2020 fair. Rest assured, there is no higher priority than the safety of our fair staff, volunteers, guests, participants and partners. We are closely monitoring directives of local and national health agencies {, including ...name those agencies if applicable}, and will make any future decisions based on what’s best for the health and well-being of our fair community at large. We will keep you apprised of any changes in plans.

We remain hopeful and optimistic that we can come together as a team to produce the 2020 edition of the {insert fair name here}.

Thank you for your patience and dedication,

{insert name}

{insert title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following message may be sent to competitive exhibitors, as well as 4-H & FFA participants:

Dear {insert appropriate salutation here},

The {insert fair name here} is still on schedule for {insert fair dates here}. Understandably, the current public health situation has generated many questions about the status of the 2020 fair. Rest assured, there is no higher priority than the safety of our fair participants, partners, guests, staff and volunteers. We are closely monitoring directives of local and national health agencies {, including ... name those agencies if applicable}, and will make any future decisions based on what’s best for the health and well-being of our fair community at large.

We know you are working hard to prepare projects and livestock for competition at the fair, so we will keep you immediately apprised of any changes in plans.

We remain hopeful and optimistic that we can come together share in the spirit of competition and showcase the very best of {insert community name} at the fair.

Thank you for your patience and understanding,

{insert name}

{insert title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

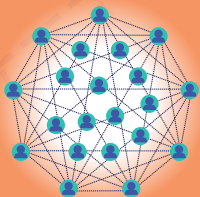
## MISCELLANEOUS CONTENT

### Main Phone Line Recording

Thank you for calling {insert fair name here}. The fair is still on schedule for {insert fair dates here}. While we’re all facing many uncertainties, our team is optimistic and continuing to plan. We have received many inquiries regarding the status of the fair in relation to the current public health situation. We want you to know that your safety is our highest priority, so we rely on expertise and direction from local and national health agencies {,including name those agencies here if you rely heavily on recommendations from specific local and national agencies}. We will continue monitoring the potential impacts of holding the fair, and keep you informed if plans change. Please visit [www.{insert fair’s URL here}](http://www.{insert fair’s URL here}) for the most up-to-date information. Thank you for your interest and support.

### Scripting for Receptionists and Phone Operators

First, know that your safety is our team’s highest priority in planning and producing the fair. Secondly, we appreciate that you care enough about the fair to call and ask questions. At this juncture, the fair is still on schedule for {insert fair dates here}. As a team, we’re optimistic and we’re continuing to plan. We are closely monitoring the COVID-19 situation and its potential impacts on the fair. We rely on expertise and direction from {insert public health and government agencies here}. If you want to continue to stay updated, {sign up for our email list at..., follow us on Facebook, Twitter or Instagram...or visit our website at ....}. All of those resources will have the most up-to-date information about the 2020 fair’s status. You can always give us a call back here too. We hope to see you at the fair!



## We will be making a decision about whether to hold or cancel our fair on or before X date.

### MEDIA RELATIONS

#### Key Messages for Media Interviews

- At this juncture, the {insert fair name here} is still on schedule for {insert fair dates here}.
- We are carefully following the directives of local and national health agencies and monitoring the potential impact of holding the fair.
  - Name those agencies above if you rely heavily on recommendations from specific local and national agencies.
- We are dedicated to using our fair facilities and resources to support and serve our community.
  - Give examples of how your fair is offering community support here (i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.)
- While we're all facing many uncertainties, we are optimistic and continuing to plan and prepare for the {insert fair name here} in {insert month here}.
- We will make an informed decision about whether or not to hold the fair as scheduled based on what's best for the health and safety of our community on or before {insert date here}.

#### Written Statement

The {insert fair name here} is still on schedule for {insert fair dates here}. While we are all facing many uncertainties, our team is optimistic and continuing to prepare and plan. The safety and well-being of our guests, participants, partners and community comes first, so we are closely following the directives of local and national health agencies {name those agencies if applicable}. We will make an informed decision about whether or not to hold the fair as scheduled, based on what's in the best interest of public health, on or before {insert date here}.

As champions of positive change and a better tomorrow, we are dedicated to using our fair facilities and resources to support and serve those affected by COVID-19. Currently, {Give examples of how your fair is offering community support here, i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.}

We are grateful for the community's patience and support as we move through these unprecedented times together.

### WEBSITE

#### Homepage Message

The {insert fair name here} is on schedule for {insert fair dates here}. Learn More!

- Use this banner message to click through to a landing page with updates listed chronologically by date (most recent at the top).

#### COVID-19 Landing Page

Offer updates to web page visitors as they are available via this landing page. Most current/recent updates should be at the top of the page and move down the page in chronological order. If specific updates are outdated or no longer necessary, remove them when appropriate.

While we are all facing many uncertainties, our team is optimistic and moving forward with preparations and planning for the 2020 {insert fair name here}. The safety and well-being of our guests, participants, partners and community comes first, so we are closely following the directives of local and national health agencies {name those agencies if applicable}. We will make an informed decision about whether or not to hold the fair as scheduled, based on what's in the best interest of public health, on or before {insert date here}. Check back here for updates.

As champions of positive change and a better tomorrow, we are dedicated to using our fair facilities and our resources to support and serve those affected by COVID-19. Currently, {Give examples of how your fair is offering community support here, i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.}

We are grateful for your patience and support as we assess what's possible and work through these challenging times together. Be well, {insert city, state, county or community name}!

### SOCIAL MEDIA

#### Facebook

Hope floats. We're optimistic as we continue to plan and prepare for the 2020 {insert fair name}. Above all else, we are unwaveringly committed to protecting your health and safety. We know there are many uncertainties and questions about how our current situation will evolve and if it will impact the fair. We also know many folks have already dedicated much time and energy to this year's celebration. That's why we will make an informed decision about whether or not to hold the fair on or before {insert date here}. Stay tuned for updates here and at {insert website home page URL here}.

- *Suggestions for images to accompany post: Rubber duck floating in carnival midway duck pond game. Riders floating in a bumper boat carnival ride. Rosette floating in puddle in iconic location on your fairgrounds. Riders floating in a tunnel of love-type boat. Mini donuts floating in grease after being pressed out of the machine. Helium balloons floating in the sky above your fairgrounds or a landmark on your fairgrounds. Helium balloons tied to an iconic landmark on your fairgrounds.*

## Twitter

Hope floats. We're optimistic as we continue to plan and prepare for the '20 {insert fair name}. Above all else, we're committed to protecting your health and safety. We'll let you know on or before {insert date here} if the show will go on. Stay tuned.

- *Insert hashtags as space allows. Utilize hashtags your fair typically includes in its social content, plus a couple additional that perhaps include your town or community name, #hopefloats, #fairstrong, #safeandstrong, #safeandstrongtogether, #inittogether, etc.*
- *Suggestions for images to accompany post: Rubber duck floating in carnival midway duck pond game. Riders floating in a bumper boat carnival ride. Rosette floating in puddle in iconic location on your fairgrounds. Riders floating in a tunnel of love-type boat. Mini donuts floating in grease after being pressed out of the machine. Helium balloons floating in the sky above your fairgrounds or a landmark on your fairgrounds. Helium balloons tied to an iconic landmark on your fairgrounds.*

## Instagram

Hope floats, which is why we're optimistic as we continue preparations for the '20 {insert fair name}. We'll let you know on or before {insert date here} if the show will go on. Be hopeful. Be safe. Stay tuned.

- *Link in bio should jump to homepage of your website, which will have the home page banner content that clicks through to your COVID-19 landing page.*
- *Insert hashtags as space allows. Utilize hashtags your fair typically includes in its social content, plus a couple additional that perhaps include your town or community name, #hopefloats, #fairstrong, #safeandstrong, #safeandstrongtogether, #inittogether, etc.*
- *Suggestions for images to accompany post: Rubber duck floating in carnival midway duck pond game. Riders floating in a bumper boat carnival ride. Rosette floating in puddle in iconic location on your fairgrounds. Riders floating in a tunnel of love-type boat. Mini donuts floating in grease after being pressed out of the machine. Helium balloons floating in the sky above your fairgrounds or a landmark on your fairgrounds. Helium balloons tied to an iconic landmark on your fairgrounds.*

*A note about tagging community or partner organizations: If your fair has worked in close partnership with specific community or partner organizations (i.e. department of health, governor's office, university extension office, ag or breed commodity groups, 4-H, FFA, etc.) in planning for COVID-19 and contingencies surrounding it, consider requesting permission to tag those groups in your fair's social media posts. It shows partnership, solidarity and commitment to community while helping your posts reach additional people and garner more impressions.*

## STAKEHOLDER COMMUNICATIONS

*The following message may be sent to concessionaires, commercial exhibitors, mobile marketers, sponsors, breed associations, commodity groups, entertainers, contractors, suppliers, purveyors and community organizations (local government, chamber, law enforcement):*

Dear {insert salutation of your choice or "Fair Community & Partners"},

The {insert fair name here} is still on schedule for {insert fair dates here}. While we are all facing many uncertainties, our team is optimistic and continuing to prepare and plan. Understandably, the current public health situation has generated many questions about the status of the 2020 fair. Rest assured, there is no higher priority than the safety of our fair partners, participants and guests. We are closely monitoring directives of local and national health agencies {including...name those agencies if applicable} to determine the best course of action for the health and well-being of our fair community at large. We will make an informed decision about whether or not to hold the fair as scheduled on or before {insert date here}. As soon as a decision has been made, we will communicate with you about next steps.

Thank you for your patience and support. We are grateful for your partnership as we move through these ever-changing times together.

Be well and we'll be in touch,

{insert name}

{insert title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}



*The following message may be sent to staff and volunteers:*

Dear {insert salutation — “valued team member,” “valued volunteer” or individual’s name},

The {insert fair name here} is still on schedule for {insert fair dates here}. Understandably, the current public health situation has generated many questions about the status of the 2020 fair. Rest assured, there is no higher priority than the safety of our fair staff, volunteers, guests, participants and partners. We are closely monitoring directives of local and national health agencies {, including... name those agencies if applicable}, and will make any future decisions based on what’s best for the health and well-being of our fair community at large. We will make an informed decision about whether or not to hold the fair as scheduled on or before {insert date here}. As soon as a decision has been made, your supervisor {or superintendent or other title here} will communicate with you about next steps.

We remain hopeful and optimistic that we can come together as a team to produce the 2020 edition of the {insert fair name here}.

Thank you for your patience and dedication,

{insert name}

{insert title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

*The following message may be sent to competitive exhibitors, as well as 4-H & FFA participants:*

Dear {insert appropriate salutation here},

The {insert fair name here} is still on schedule for {insert fair dates here}. Understandably, the current public health situation has generated many questions about the status of the 2020 fair. Rest assured, there is no higher priority than the safety of our fair participants, partners, guests, staff and volunteers. We are closely monitoring directives of local and national health agencies {, including... name those agencies if applicable}, and will make any future decisions based on what’s best for the health and well-being of our fair community at large.

We know you are working hard to prepare projects and livestock for competition at the fair, so we will make a decision about whether or not to hold the fair as scheduled on or before {insert date here}. As soon as a decision has been made, we will reach out about next steps and any alternative ways to show and/or auction your livestock, projects and exhibits.

We remain hopeful and optimistic that we can come together share in the spirit of competition and showcase the very best of {insert community name} at the fair.

Thank you for your patience and understanding,

{insert name}

{insert title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

## MISCELLANEOUS CONTENT

### *Main Phone Line Recording*

Thank you for calling {insert fair name here}. The fair is still on schedule for {insert fair dates here}. While we're all facing many uncertainties, our team is optimistic and continuing to plan. We have received many inquiries regarding the status of the fair in relation to the current public health situation. We want you to know that your safety is our highest priority, so we rely on expertise and direction from local and national health agencies {,including name those agencies here if you rely heavily on recommendations from specific local and national agencies}. We will continue monitoring the potential impacts of holding the fair and make an informed decision about whether or not to move forward with the fair on or before {insert decision date here}. Please visit [www.{insert fair's URL here}](http://www.{insert fair's URL here}) for the most up-to-date information. Thank you for your interest and support.

### *Scripting for Receptionists and Phone Operators*

First, know that your safety is our team's highest priority in planning and producing the fair. Secondly, we appreciate that you care enough about the fair to call and ask questions. At this juncture, the fair is still on schedule for {insert fair dates here}. As a team, we're optimistic and we're continuing to plan, but we will make a decision about whether or not to hold the fair as scheduled on or before {insert decision day here}. We are closely monitoring the COVID-19 situation and its potential impacts on the fair, and we rely on expertise and direction from {insert public health and government agencies here}. If you want to continue to stay updated, you can {sign up for our email list at...., follow us on Facebook, Twitter or Instagram...or visit our website at ....}. All of those resources will have the most up-to-date information about the 2020 fair's status. You can always give us a call back here too. We hope to see you at the fair!





**We have made a decision to cancel our fair.  
We will not reschedule.**

## MEDIA RELATIONS

### Key Messages for Media Interviews

- Now and always, the health and safety of our guests, participants and community must be our highest priority.
- Due to the evolving COVID-19 situation and its impact on community health and well-being, we have made the incredibly difficult decision to cancel the 2020 {insert fair name here}.
- For more than {insert number of years here}, the {insert fair name here} has strengthened {county, city or state name here} and brought people together {for/with/by} {insert your fair's mission and/or value language here}.
- Our hearts are heavy knowing we cannot gather for our annual celebration of agriculture, education and entertainment {insert other key elements here if applicable}.
- Refunds for all tickets, as well as exhibitor and vendor fees will be processed {insert refund processing details here}.
- We look forward to seeing you and commemorating all our community has accomplished together at next year's {insert fair name here} — {insert fair dates here}.
- In the meantime, we are dedicated to using our facilities and resources to support and serve our community.
  - Give examples of how your fair is offering community support here (i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.)

THE  
NETWORK!

{Insert Fair Logo Here}

## NEWS RELEASE

**Media Contact:**

**{First & Last Name}**

**{Direct or Cell Phone #}**

**{email address}**

For Immediate Release

### **2020 {Insert Fair Name} Cancelled Amid COVID-19 Public Health Concerns**

Due to the evolving COVID-19 situation, its impact on community health and well-being, the 2020 {insert fair name} has been cancelled.

The safety of the {insert fair name}'s visitors, participants and community is the highest priority in producing the annual fair. After seeking guidance from {insert health agencies you rely on here} and taking direction from {insert government officials or agencies who were part of the decision making here}, it became clear that cancellation was the prudent choice for the fair to do its part to improve community health and safety, and reduce the cycle of infection. Provided the COVID-19 situation improves to the point where it's safe to hold mass gatherings, the {insert fair name} will return {insert 2021 calendar dates}, 2021.

"The impact of the fair's cancellation will be felt far beyond the loss of our annual celebration," said {insert board chair, general manager or CEO name here}. "We are heartbroken for the small businesses, family farms, competitors and exhibitors, community outreach groups and {insert additional stakeholders who are negatively impacted here} who rely on the income and exposure the {insert fair name here} brings them."

"We look forward to brighter, better days ahead when we can gather again to celebrate all that is exceptional about {insert city, state, county or community name}," {insert board chair, general manager or CEO name here} said. "Until then, stay safe, be well and support each other. We'll miss you."

In the meantime, the fair is dedicated to using its facilities and resources to support and serve the community. Currently, {Give examples of how your fair is offering community support here (i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.)}

All other non-fair events and group meetings scheduled on the fairgrounds are cancelled or postponed until it is deemed safe to host large gatherings.

Previously purchased fair tickets and any pre-paid fees will be refunded via the original point of purchase or payment. For more information about refunds and how the cancellation impacts ticket holders, participants, vendors and other stakeholders, visit {insert COVID-19 landing page URL here where people will be able to access answers to frequently asked questions}.

**Tweet:** With your health and safety being our #1 priority, we've come to the incredibly difficult decision that we must cancel the '20 {insert fair name here}. Details: {Insert bit.ly link to your website's COVID landing page here}

- Ideas for a hashtag to include right after this tweet in your news: release #fairstrong, #ourfaircares, #safeandstrong, #safeandstrongtogether, #inittogether, etc.

**About the {Insert Fair Name here}:** {Insert a boilerplate — a two to four sentence paragraph that provides basic background information about your fair and what it exists to do, mission and value language, and a link to your website's home page. The boilerplate should act as a general "About Us" statement and should not include any information pertaining to COVID.}

-###-

{Insert footer here that includes fair's street address,  
general phone #, general email and website URL}



## News Conference Information

*If you plan to host a news conference in conjunction with the cancellation of your fair, notify the media with an additional paragraph in the news release you'll send out prior to the press conference. Here is an example:*

News Conference Today: Representatives from the {insert fair name}, {insert other health and government agency names if their spokespeople will be in attendance} will offer statements and answer questions pertaining to the cancellation of the 2020 {insert fair name} {insert date, time and exact location of news conference OR link/instructions to virtual news conference}.

*Consider making your news conference a virtual news conference during this time when stay-at-home, social distancing and virus containment measures are in place. Your presenters could gather at the news conference location and remain socially distant while you video and live stream their presentations. Alternatively, you could have your spokespeople present independently on the video conference/livestream app from their homes or offices. Exercising this option is widely accepted and often expected during this unusual time. Zoom Meetings, GoToMeeting, Cisco Webex, Google and Facebook are just a few of the options for video and live stream.*

*Create a timeline for the day of your announcement and news conference using the following framework that also includes information on timing about communicating to stakeholder groups (i.e. staff and volunteers, concessionaires and commercial exhibitors, sponsors, competitive exhibitors, entertainers, 4-H, FFA, breed and commodity groups, etc.).*

*Share the timeline with any partners who are speaking or helping with coordination.*

### Day of Announcement & News Conference

XX:XX a.m. — Send email communication to staff and volunteers

XX:XX a.m. — Send email communications to stakeholder groups

XX:XX a.m. — Send news release to media

XX:XX a.m. — Spokespeople and representatives from the fair and other supporting agencies gather at a location on the fairgrounds for briefing before the news conference. Note: this location should be near the news conference location, but not the same location, so media can arrive and begin setting up for the news conference, while the spokespeople and representatives hold their confidential briefing conversation.

XX:XX a.m. — Media arrive and set up for news conference

XX:XX a.m. — Live news conference

XX:XX a.m. — Q & A session with reporters and spokespeople

XX:XX a.m. — Debriefing with spokespeople and representatives from fair, other supporting agencies

### Tips for Coordinating Successful News Conferences:

- Pull in authorities from partner agencies, government officials and community experts who mandated this decision or helped your team determine cancellation was necessary (department of health, mayor, governor, CDC, etc.). Consult with representatives of those partner agencies and bring them in to help with messaging before the news conference. Ask if they will speak during the news conference to offer their expertise to shed light on the intentions behind the decision to cancel. Standing shoulder-to-shoulder with these agencies at your news conference advances your fair's credibility and solidifies this decision was made in collaboration with community health experts and local government officials.
- As far as timing goes, give media 2-3 hours advance notice (at a minimum) of the news conference via your news release. A news conference start time between 10 a.m. and noon works best. The assignment desk will have your news release/news conference announcement in-hand 2-3 hours earlier, and after 10 a.m., reporters will be in the newsroom waiting for assignment and ready to leave the studio to begin collecting sound, video and interviews to compile their stories.
- Hold the news conference in an iconic location on your fairgrounds that's also fairly insulated from noise. Outdoors is best, if weather permits. The news conference will seem more informal and conversational if the setting is outside against a backdrop that fairgoers recognize.
- Board rooms and offices with stuffy décor and high-back chairs add a different dynamic and dimension to the appearances and messaging.
- If your news conference is held outdoors, be sure to take into account that camera lenses cannot point directly into the sunlight and capture useable footage. So, set your backdrop and spokespeople up to face the sun, or position the whole event in the shade.
- If your spokespeople prefer to have a podium, make it available. If they can read off notes without a podium, it will take a little of the almost-too-formal "edge" off.
- Your fair spokesperson should speak first using the fair's key messaging outlined in this toolkit, unless a government official who's participating has authority over the fair's decision making (i.e. the governor). Then, allow your partner agencies' spokespeople to make their statements.
- If your spokesperson is presenting to a large group, they should look directly out into the audience from a podium or center-stage position. However, if your spokesperson is speaking to one reporter at a time, he or she should look directly at the reporter (rather than at the camera) when presenting key messages or answering the reporter's questions.
- Limit each spokesperson or representative's presentation to two minutes or less. Your entire news conference should not exceed 15 minutes, including Q & A (see below).

- *Limit your Q & A session with reporters to five minutes. Your news conference coordinator should offer a signal to the folks at the podium or say out loud when there is time for one more question. Make it the last. Then, the news conference coordinator should take the floor and thank everyone for coming.*
  - *Anticipate the questions your spokesperson will be asked and develop answers ahead of time that tie in your fair's key messages. Here are a few questions reporters may ask you surrounding the cancellation of your fair:*
    - *How will you handle refunds for tickets, vendor fees, sponsorships, etc.?*
    - *Is the fair financially stable enough to sustain the loss associated with cancelling the 2020 fair?*
    - *Do you have any concept of what the economic impact of the cancellation will be on the businesses involved in the fair and the community at large?*
    - *Aside from the agencies represented at today's news conference, were there other individuals or groups you consulted in order to come to this decision?*
- *Do you expect to hold next year's fair during its normal timeframe?*
- *Record your news conference—even if simply on a smartphone. You will likely have radio and television media who can't make the news conference request sound and video, which you can then send to them via your smartphone.*
- *Make the following flyers available for media attending the news conference, and assign a staff person or volunteer to hand them to reporters as they are arriving and/or before they leave:*
  - *A list of names, titles and correct spellings of the spokespeople presenting/speaking*
  - *The news release you will have distributed earlier in the day*
  - *Your PR/communications contact's business cards*
  - *A list of any previous fair cancellation years and reasons for those cancellations*

### **Tips for Spokespeople Presenting at News Conferences:**

#### *Select What You'll Wear for the News Conference* ®

Yes to:	No to:
Jewel tones (navy, cranberry/maroon, teal, cobalt, purple, deep green).	White, bright orange or red.
Solids.	Stripes, chevron, zigzags — patterns of any kind. Anything with rips, holes or stains (even if it's fashionable).
Understated jewelry that accents.	Clangy, over-sized jewelry that overpowers.
Whatever you'd normally wear to work. (For fairs, embroidered/logoed polos, button downs and dress shirts with dress pants or khakis are acceptable unless you're in a community that expects more formality from fair executives.)	Blue jeans. Sleeveless tops. Shorts. Sunglasses (even if you're outdoors).
For women: A little lip color.	For women: Over-done or flashy eye makeup.

## During the News Conference

### Make your key message points early on!

Use those three messages you identified *before* the interview. Pull them out of your back-pocket toolkit and try to work them in early-on with the most important of the three key messages being the first you use.

### Make your point and then...STOP!

Silence is golden. It also helps you control the message. When you can again...make your point...then STOP!

### Speak in sound bites!

Short, complete thoughts are a winner in every news conference. By speaking in sound bites, you make yourself quotable. Keep it brief and simple.

### Be real. Be genuine.

A successful presentation at a news conference has the power to make you far more credible than any ad you can buy. Therefore, you want to be you. You know your stuff, so show what you know, and show that what you know is best. People will believe you and find comfort in your expertise.

### If you're not sure...

- Flag important points by using phrases like "The important thing to remember is..." or "Bottom line..." It helps the audience know it's time to pay attention.
- Bridge back to your key messages if things get off track. Use statements like: "I'm not sure about that, but what I do know is..." "The point here is..."
- Use lists. "The three most important things to remember, see, do, etc."

### Scrap the jargon.

Every fair has it, but the general public doesn't understand it...and in your brief news conference presentation, you don't have time to explain. Use terms that everyone can comprehend.

### Plan ahead for the most difficult questions.

You know what they'll be. Inevitably, they're going to ask them. Prepare your answers ahead of time, tying in your key messages, so you're in control when they come up.

### It's ok to say you don't know.

You always have an opportunity to follow up instead of guessing, lying or not saying anything. It's totally human and totally acceptable to say, "I don't know the answer to that question. I'll find out and get back to you."

## WEBSITE

### Homepage Message

2020 {insert fair name here} Cancelled! Learn More.

- Use this banner message to click through to a landing page with full cancellation message.

### COVID-19 Landing Page

Now and always, the health and safety of our guests, participants and community is our highest priority. Due to the evolving COVID-19 situation and its impact on our community's health and well-being, we have made the incredibly difficult decision to cancel the 2020 {insert fair name here}.

For more than {insert number of years here}, the {insert fair name here} has strengthened {county, city or state name here} and brought people together {for/with/by} {insert your fair's mission and/or value language here}. Our hearts are heavy knowing we cannot gather for our annual celebration of agriculture, education and entertainment {insert other key elements here if applicable}.

Refunds for all tickets, as well as exhibitor and vendor fees will be issued {insert refund processing details here. i.e. from the point of purchase. Tickets purchased with a credit card will be automatically refunded. Tickets purchased with cash or check should be mailed along with buyer contact information to: ABC Fair, Address, City, State, Zip for a full refund.}

We look forward to seeing you and commemorating all our community has accomplished together at next year's {insert fair name here} — {insert fair dates here}.

In the meantime, we are dedicated to using our facilities and resources to support and serve our community.

- Give examples of how your fair is offering community support here (i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.)

Be well and know we'll get through this together, {insert city, state, county or community name}!

## SOCIAL MEDIA

### Facebook

Due to the evolving COVID-19 situation and its impact on our community's health and well-being, we have made the incredibly difficult decision to cancel the 2020 {insert fair name here}.

Your safety is and always will be our highest priority, so it became clear that cancellation was the only choice after our team spent countless hours exploring every possible option.

The impact will be felt far beyond the loss of our annual celebration. We are heartbroken for the small businesses, family farms, competitors and exhibitors, community outreach groups and {insert additional stakeholders who are negatively impacted here} who rely on our annual event.

We look forward to brighter, better days ahead when we can gather again to celebrate all that is exceptional about {insert city, state, county or community name}. Until then, stay safe, be well and support each other. We'll miss you.

More info: {insert link to your website's COVID landing page}

- *Suggestions for images to accompany post: Bundle of balloons floating into skies above your fairgrounds. View of an empty iconic location on your fairgrounds. Your fair logo with "Special Announcement" or "Cancelled" banner superimposed over-top. Empty midway after a rain with carnival ride reflections in the puddles or wet pavement.*

### Twitter

With your health and safety being our #1 priority, we've come to the incredibly difficult decision that we must cancel the '20 {insert fair name here}. Details: {Insert bit.ly link to your website's COVID landing page here}

- *Insert hashtags as space allows. Utilize hashtags your fair typically includes in its social content, plus a couple additional that perhaps include your town or community name, #seeyouin2021, #bewell{insert community name}, #fairstrong, #ourfaircares, #safeandstrong, #safeandstrongtogether, #inittogether, etc.*
- *Suggestions for images/video to accompany post: Utilize the video suggested below for YouTube as interactive imagery for your Twitter post. If you'd rather use a photo or still image, consider: Bundle of balloons floating into skies above your fairgrounds. View of an empty iconic location on your fairgrounds. Your fair logo with "Special Announcement" or "Cancelled" banner superimposed over-top. Empty midway after a rain with carnival ride reflections in the puddles or wet pavement.*

### Instagram

2020 {insert fair name} cancelled! Your health and safety are too important to jeopardize. Click link in bio for full details. Stay safe. Be well. Take care of each other. See you in 2021!

- *Link in bio should jump to homepage of your website, which will have the home page banner content that clicks through to your COVID-19 landing page.*
- *Insert hashtags as space allows. Utilize hashtags your fair typically includes in its social content, plus a couple additional that perhaps include your town or community name, #seeyouin2021, #besafe, #bewell{insert community name}, #fairstrong, #ourfaircares, #safeandstrong, #safeandstrongtogether, #inittogether, etc.*
- *Suggestions for images to accompany post: Utilize the video suggested below for YouTube as interactive imagery for your Instagram post. If you'd rather use a photo or still image, consider: Bundle of balloons floating into skies above your fairgrounds. View of an empty iconic location on your fairgrounds. Your fair logo with "Special Announcement" or "Cancelled" banner superimposed over-top. Empty midway after a rain with carnival ride reflections in the puddles or wet pavement.*

*A note about tagging community or partner organizations: If your fair has worked in close partnership with specific community or partner organizations (i.e. department of health, governor's office, university extension office, ag or breed commodity groups, 4-H, FFA, etc.) in planning for COVID-19 and contingencies surrounding it, consider requesting permission to tag those groups in your fair's social media posts. It shows partnership, solidarity and commitment to community while helping your posts reach additional people and garner more impressions.*

### YouTube

*Consider positioning your CEO, board chair or spokesperson in an iconic location on the fairgrounds. Select someone who is conversational and comfortable in front of a camera. Utilize the key messages outlined for this scenario to have that spokesperson announce the cancellation. Be sure to have the spokesperson cover your fair's key messages and ask for patience as your team works to unravel the incredible web that's already been woven for the 2020 fair. Have the subject of the video make a promise to the community that you'll be back in 2021 (if the public health concerns are no longer a challenge too great to overcome), and that your fair will continue to serve the community and do good. Be sure to have your spokesperson briefly outline the things the fair is doing to support the community. (Give examples of how your fair is offering community support here (i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the hand-made masking effort; etc.)*



## STAKEHOLDER COMMUNICATIONS

*The following message may be sent to guests/ticket holders:*

Now and always, the health and safety of our guests, participants and community is our highest priority. Due to the evolving COVID-19 situation and its impact on community health and well-being, we have made the incredibly difficult decision to cancel the 2020 {insert fair name here}.

For more than {insert number of years here}, the {insert fair name here} has strengthened {county, city or state name here} and brought people together {for/with/by} {insert your fair's mission and/or value language here}. Our hearts are heavy knowing we cannot gather for our annual celebration of agriculture, education, entertainment {insert other key elements here if applicable}.

We understand you may have questions about refunds. Detailed information about refund processing is available [here](#). Make the word "here" a clickable link to your ticket office or COVID landing pages (or both) that contain/s information about how refunds will be processed.

We look forward to seeing you and commemorating all our community has accomplished together at next year's {insert fair name here} — {insert fair dates here}.

In the meantime, our team will turn its attention to using our facilities and resources to better the community and public health situation by {insert examples of how your fair is offering community support here, i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.}.

For more information, visit [www.{insert fair URL}](#). Make "www.{insert fair URL}" a clickable link to your website's home page.

*The following communication may be sent to concessionaires, commercial exhibitors, mobile marketers, sponsors, breed associations, commodity groups, contractors, suppliers and purveyors:*

Dear {insert salutation of your choice or "Fair Community & Partners"},

Due to the evolving COVID-19 situation and its impact on our community's health and well-being, the 2020 {insert fair name} has been cancelled.

The safety of the {insert fair name}'s partners, participants, visitors and community is and always will be the highest priority in producing the annual fair. After seeking guidance from {insert health agencies you rely on here} and taking direction from {insert government officials or agencies who were part of the decision making here}, it became clear that cancellation was the prudent choice.

Although this is not the decision or the outcome we'd hoped for, the fair must do its part to improve community health and safety and reduce the cycle of infection.

We are heartbroken about the hardships and inconvenience this causes our partners and participants. You are the people and businesses that make the annual fair a dynamic, colorful, fun and diverse celebration. Know that your efforts and contributions to the fair are valued and appreciated.

*If applicable, add the following paragraph:* {insert first name, last name}, the fair's {insert job title} will be in touch within the next few days to discuss any existing agreements and next steps, and answer any questions you have.

Provided the COVID-19 situation improves to the point where it's safe to hold mass gatherings, the {insert fair name} will return {insert 2021 calendar dates}, 2021. We look forward to brighter, better days ahead when we can gather again to celebrate all that is exceptional about {insert city, state, county or community name}. Until then, stay safe, be well and support each other. We'll miss you.

With gratitude for your partnership and understanding,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following communication may be sent to staff and volunteers:

Dear {insert salutation — “valued team member,” “valued volunteer” or individual’s name},

Now and always, the health and safety of our guests, participants and community is our highest priority. Due to the evolving COVID-19 situation and its impact on community health and well-being, we have made the incredibly difficult decision to cancel the 2020 {insert fair name here}.

For more than {insert number of years here}, the {insert fair name here} has strengthened {county, city or state name here} and brought people together {for/with/by} {insert your fair’s mission and/or value language here}. Our hearts are heavy knowing we cannot come together for our annual celebration of agriculture, education, entertainment {insert other key elements here if applicable}.

Although this is not the decision or the outcome we’d hoped for, the fair must do its part to improve community health and safety and reduce the cycle of infection.

We are heartbroken about the hardships and inconvenience this causes our team members. You are the folks who make the annual fair a dynamic, colorful, fun and diverse celebration. Know that your efforts and contributions to the fair are valued and appreciated.

*If applicable, add the following paragraph:* {Insert first name, last name}, the fair’s {insert job title — likely the employee’s supervisor or superintendent} will be in touch within the next few days with more information.

Provided the COVID-19 situation improves to the point where it’s safe to hold mass gatherings, the {insert fair name} will return {insert 2021 calendar dates}, 2021. We look forward to brighter, better days ahead when we can gather again to celebrate all that is exceptional about {insert city, state, county or community name}. Until then, stay safe and be well. We’ll miss you.

With gratitude for your support and understanding,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following communication may be sent to competitive exhibitors and 4-H and FFA participants:

Dear {insert salutation},

Due to the evolving COVID-19 situation and its impact on community health and well-being, the 2020 {insert fair name} has been cancelled.

The safety of the {insert fair name}’s participants, visitors and community is our highest priority. After seeking guidance from {insert health agencies you rely on here} and taking direction from {insert government officials or agencies who were part of the decision making here}, it became clear that cancellation was the prudent choice.

We are heartbroken about the disappointment and inconvenience this causes you, our livestock and competitive events participants. You are the heartbeat of the fair and the reason the fair is the highest regarded annual showcase of all that’s exceptional about {insert community name here}. We know you have worked tirelessly to prepare your livestock, projects and entries. *If applicable, add: We are exploring alternative competition opportunities and will share more details as plans develop.* Although this is not the decision or the outcome we’d hoped for, the fair must do its part to improve community health and safety and reduce the cycle of infection.

*If applicable, add the following paragraph:* {insert first name, last name}, the fair’s {insert job title} will be in touch within the next few days to discuss next steps, and answer questions.

Provided the COVID-19 situation improves to the point where it’s safe to hold mass gatherings, the {insert fair name} will return {insert 2021 calendar dates}, 2021. We look forward to brighter, better days ahead when we can gather again to celebrate the spirit of {insert city, state, county or community name}. Until then, stay safe, be well and support each other. We’ll miss you.

With gratitude for your efforts and understanding,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following communication may be sent to entertainers who have been booked/contracted to play the 2020 fair:

Dear {insert salutation},

Due to the evolving COVID-19 situation and its impact on community health and well-being, the 2020 {insert fair name} has been cancelled.

The safety of the {insert fair name}'s entertainers, participants, visitors and community is and always will be the highest priority in producing the annual fair. After seeking guidance from {insert health agencies you rely on here} and taking direction from {insert government officials or agencies who were part of the decision making here}, it became clear that cancellation was the prudent choice.

Although this is not the decision or the outcome we'd hoped for, the fair must do its part to improve community health and safety and reduce the cycle of infection.

We are heartbroken about the hardships and inconvenience this causes our partners and participants. As an entertainer, you are an integral part of what makes the annual fair a dynamic, colorful, fun and diverse celebration.

*If applicable, add the following paragraph:* {insert first name, last name}, the fair's {insert job title} will be in touch within the next few days to discuss any existing agreements and next steps, and answer any questions you have.

With gratitude for your partnership and understanding,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following communication may be sent to community organizations (local government, chamber, law enforcement):

Dear {insert salutation of your choice or "Fair Community & Partners"},

Due to the evolving COVID-19 situation and its impact on community health and well-being, the 2020 {insert fair name} has been cancelled.

The safety of the {insert fair name}'s partners, participants, visitors and community is and always will be the highest priority in producing the annual fair. After seeking guidance from {insert health agencies you rely on here} and taking direction from {insert government officials or agencies who were part of the decision making here}, it became clear that cancellation was the prudent choice. The fair must do its part to improve community health and safety and reduce the cycle of infection.

We know your team has already put significant effort into planning and organizing your presence during the fair. Know that your efforts and contributions are valued and appreciated.

*If applicable, add the following paragraph:* {insert first name, last name}, the fair's {insert job title} will be in touch within the next few days to discuss any existing agreements and next steps, and answer any questions you have.

Provided the COVID-19 situation improves to the point where it's safe to hold mass gatherings, the {insert fair name} will return {insert 2021 calendar dates}, 2021. We look forward to brighter, better days ahead when we can gather again to celebrate all that is exceptional about {insert city, state, county or community name}.

With gratitude for your partnership and understanding,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

## MISCELLANEOUS CONTENT

### Signage

*A note about signage: Consider updating existing signage that can easily be modified to reflect your messaging: LED or electronic signs, marquee signs and electronic billboards. If none of those options exist and you deem signage necessary, create signage that is inexpensive to produce: vinyl banners for fence lines and building exteriors, large window clings for fair buildings.*

- 2020 Fair Cancelled!! We'll miss you! See you {insert next year's dates}, 2021!
  - Include logo, brand assets, website URL, Facebook, Twitter and other social media "buttons"
- 2020 Fair Cancelled!! Let's Celebrate Together {insert next year's dates}, 2021!
  - Include logo, brand assets, website URL, Facebook, Twitter and other social media "buttons"

### Main Phone Line Recording

Thank you for calling {insert fair name here}. Now and always, the health and safety of our guests, participants and community must be our highest priority. Due to the evolving COVID-19 situation and its impact on community health and well-being, we have made the incredibly difficult decision to cancel the 2020 {insert fair name here}. Our hearts are heavy knowing we cannot gather for our annual celebration of agriculture, education and entertainment {insert other key elements here if

applicable}. Refunds for all tickets, as well as exhibitor and vendor fees will be processed {insert refund processing details here}. We look forward to seeing you and commemorating all our community has accomplished together at next year's {insert fair name here} — {insert fair dates here}.

Please visit [www.{insert fair's URL here}](http://www.{insert fair's URL here}) for more information. Thank you.

### Scripting for Receptionists and Phone Operators

First, know that your safety is our team's highest priority in planning and producing the fair. Due to the evolving COVID-19 situation and its impact on community health and well-being, we made the incredibly difficult decision to cancel the 2020 {insert fair name here}. Refunds for all tickets, as well as exhibitor and vendor fees will be processed {insert refund processing details here}. We hope to see you at next year's fair — {insert 2021 fair dates here}. You can always visit [www.{insert fair's URL here}](http://www.{insert fair's URL here}) for more details or call us back here. Thanks for your support and understanding.

*Supply your receptionists and phone operators with a list of frequently asked questions and answers. Ask your phone staff to answer as many questions as possible over the phone. If answers are not readily available, ask the receptionist or operator to take the person's name, phone and email, and let the caller know someone on staff will reach back out to them with an answer soon.*

Join  
THE  
NETWORK!





**A governing body or regulatory authority has ordered our fair to be cancelled (if order comes before fair opens) OR to close (if order comes during the fair's run).**

*A note about this scenario: It is possible that fairs could be subject to the mandate of a governing body or regulatory authority before the fair begins or during the event's run. For that reason, language addressing both scenarios is included. Fairs being ordered to cancel that have not yet opened should use the "to be cancelled" and "we cannot gather" language. Fairs that are being ordered to close during their run should use the "to close" and "must end" language.*

## **MEDIA RELATIONS**

### *Key Messages for Media Interviews*

- Due to the evolving COVID-19 situation and its impact on community health, {insert name of governing bodies/regulatory authorities here} {has/have} ordered the {insert fair name here} {to be cancelled OR to close}.
- The fair will respectfully and dutifully comply with the {insert name of governing bodies/regulatory authorities here}'s order.
- Our hearts are heavy knowing {we cannot gather for OR must end} our annual celebration, but now and always, the health and safety of our guests, participants and community is our highest priority.
- Information regarding refunds and alternative plans for competitive events and more will be available soon at our website — [www.{insert URL}](http://www.{insert URL}).
- We look forward to seeing you and commemorating all our community has accomplished together at next year's {insert fair name here} — {insert fair dates here}.

THE  
NETWORK!

{Insert Fair Logo Here}

## NEWS RELEASE

**Media Contact:**

**{First & Last Name}**

**{Direct or Cell Phone #}**

**{email address}**

For Immediate Release

### **2020 {Insert Fair Name} {Cancelled/Closed} Amid COVID-19 Public Health Concerns**

Due to the evolving COVID-19 situation and its impact on community health, {insert name of governing bodies/regulatory authorities here} {has OR have} ordered the {insert fair name here} {to be cancelled OR to close}. The fair will respectfully and dutifully comply with the {insert name of governing bodies/regulatory authorities here}'s order. *If the fair is closing during its current run, include the date and time it will close here with the following sentence:* The fairgrounds will close at {insert time} on {insert date}.

"Our hearts are heavy knowing {we cannot gather for OR must end} our annual celebration, but now and always, the health and safety of our guests, participants and community is our highest priority," said {insert board chair, general manager or CEO name here}.

Information regarding refunds and alternative plans for competitive events and more will be provided as soon as it becomes available at [www.{insert URL}](http://www.{insert URL}).

Provided it is deemed safe to hold large gatherings, the {insert fair name} will return {insert calendar dates}, 2021. "We look forward to brighter, better days ahead when we can gather again to celebrate all that is exceptional about {insert city, state, county or community name}," {insert board chair, general manager or CEO name here} said. "Until then, stay safe, be well and support each other. We'll miss you."

All other non-fair events and group meetings scheduled on the fairgrounds are cancelled or postponed until further notice.

**Tweet:** Fair ordered {closed OR cancelled}. Grounds to close at {insert time}. Stay safe. Be well, {insert community name}. Dets: {insert link to your fair website's COVID-19 landing page}.

*Ideas for a hashtag to include right after this tweet in your news release: #{yourfairname}, #{fairname}closed, #{fairname}cancelled*

**About the {Insert Fair Name here}:** {Insert a boilerplate — a two to four sentence paragraph that provides basic background information about your fair and what it exists to do, mission and value language, and a link to your website's home page. The boilerplate should act as a general "About Us" statement and should not include any information pertaining to COVID.}

-###-

{Insert footer here that includes fair's street address, general phone #, general email and website URL}

## News Conference Information

*If you plan to host a news conference in conjunction with the ordered cancellation or closing of your fair, notify the media with an additional paragraph in the news release you'll send out prior to the press conference. Here is an example:*

News Conference Today: Representatives from the {insert fair name}, {insert other health and government agency names if their spokespeople will be in attendance} will offer statements and answer questions pertaining to the {cancellation OR closing} of the 2020 {insert fair name} {insert date, time and exact location of news conference OR link/instructions to virtual news conference}.

*Consider making your news conference a virtual news conference during this time when stay-at-home, social distancing and virus containment measures are in place. Your presenters could gather at the news conference location and remain socially distant while you video and live stream their presentations. Alternatively, you could have your spokespeople present independently on the video conference/livestream app from their homes or offices. Exercising this option is widely accepted and often expected during this unusual time. Zoom Meetings, GoToMeeting, Cisco Webex, Google and Facebook are just a few of the options for video and live stream.*

*Create a timeline for the day of your announcement and news conference using the following framework that also includes information on timing about communicating to stakeholder groups (i.e. staff and volunteers, concessionaires and commercial exhibitors, sponsors, competitive exhibitors, entertainers, 4-H, FFA, breed and commodity groups, etc.).*

*Share the timeline with any partners who are speaking or helping with coordination.*

### Day of Announcement & News Conference:

XX:XX a.m. — Send email communication to staff and volunteers

XX:XX a.m. — Send email communications to stakeholder groups

XX:XX a.m. — Send news release to media

XX:XX a.m. — Launch social media messaging

XX:XX a.m. — Spokespeople and representatives from the fair and other applicable government or regulatory agencies gather at a location on the fairgrounds for briefing before the news conference. *Note: this location should be near the news conference location, but not the same location, so media can arrive and begin setting up for the news conference, while the spokespeople and representatives hold their confidential briefing conversation.*

XX:XX a.m. — Media arrive and set up for news conference

XX:XX a.m. — Live news conference

XX:XX a.m. — Q & A session with reporters and spokespeople

XX:XX a.m. — Debriefing with spokespeople and representatives from fair, other agencies

## Tips for Coordinating Successful News Conferences:

- Pull in the authorities from regulatory agencies and government organizations who mandated the cancellation or closing (department of health, mayor, governor, CDC, etc.). Consult with representatives of those agencies and bring them in to help with messaging before the news conference. Ask if they will speak during the news conference to offer their expertise to shed light on the intentions behind the decision to order cancellation or closing. Standing shoulder-to-shoulder with these agencies at your news conference advances your fair's credibility and solidifies that your fair is in compliance with community health experts and local government officials and does believe that public health is the top priority.
- As far as timing goes, give media 2-3 hours advance notice (at a minimum) of the news conference via your news release. A news conference start time between 10 a.m. and noon works best. The assignment desk will have your news release/news conference announcement in-hand 2-3 hours earlier, and after 10 a.m., reporters will be in the newsroom waiting for assignment and ready to leave the studio to begin collecting sound, video and interviews to compile their stories. If a news conference between 10 a.m. and noon is not possible due to the time that the order came down from the regulatory authorities or governing body, the 2-4 p.m. time frame works well too, as evening reporters will just be getting their assignments and be ready to head out and get footage for the 5 p.m. and later newscasts. Print reporters will also still be on the clock at this time.
- Hold the news conference in an iconic location on your fairgrounds that's also fairly insulated from noise. Outdoors is best, if weather permits. The news conference will seem more informal and conversational if the setting is outside against a backdrop that fairgoers recognize.
- Board rooms and offices with stuffy décor and high-back chairs add a different dynamic and dimension to the appearances and messaging.
- If your news conference is held outdoors, be sure to take into account that camera lenses cannot point directly into the sunlight and capture useable footage. So, set your backdrop and spokespeople up to face the sun, or position the whole event in the shade.
- If your spokespeople prefer to have a podium, make it available. If they can read off notes without a podium, it will take a little of the almost-too-formal "edge" off.
- The top-ranking official who mandated the order to close or cancel the fair should speak first and offer their key messages and reasoning. Your fair spokesperson should speak next using the fair's key messaging outlined in this toolkit (that has not already been covered by the first speaker). Then, allow the other partner agencies' spokespeople to make their statements.
- If your spokesperson is presenting to a large group, they should look directly out into the audience from a podium or center-stage position. However, if your spokesperson is speaking to one reporter at a time, he or she should look directly at the reporter (rather than at the camera) when presenting key messages or answering the reporter's questions.

- Limit each spokesperson or representative's presentation to two minutes or less. Your entire news conference should not exceed 15 minutes, including Q & A (see below).
- Limit your Q & A session with reporters to five minutes. Your news conference coordinator should offer a signal to the folks at the podium or say out loud when there is time for one more question. Make it the last. Then, the news conference coordinator should take the floor and thank everyone for coming.
  - Anticipate the questions your spokesperson will be asked and develop answers ahead of time that tie in your fair's key messages. Here are a few questions reporters may ask you surrounding the cancellation or closing of your fair:
    - Do you agree with the governing body or regulatory authorities' decision to cancel or close the fair?
    - How will you handle refunds for tickets, vendor fees, sponsorships, etc.?
    - Is the fair financially stable enough to sustain the loss associated with cancelling OR closing the 2020 fair?
    - Do you have any concept of what the economic impact of the cancellation/closing will be on the businesses involved in the fair and the community at large?
    - Do you expect to hold next year's fair during its normal timeframe?
- Record your news conference—even if simply on a smartphone. You will likely have radio and television media who can't make the news conference request sound and video, which you can then send to them via your smartphone.
- Make the following flyers available for media attending the news conference, and assign a staff person or volunteer to hand them to reporters as they are arriving and/or before they leave:
  - A list of names, titles and correct spellings of the spokespersons presenting/speaking
  - The news release you will have distributed earlier in the day
  - Your PR/communications contact's business cards
  - A list of any previous years when the fair was ordered closed or was cancelled, and the reasons for those cancellations or closings

### Tips for Spokespeople Presenting at News Conferences:

#### Select What You'll Wear for the News Conference

Yes to:	No to:
Jewel tones (navy, cranberry/maroon, teal, cobalt, purple, deep green).	White, bright orange or red.
Solids.	Stripes, chevron, zigzags — patterns of any kind. Anything with rips, holes or stains (even if it's fashionable).
Understated jewelry that accents.	Clangy, over-sized jewelry that overpowers.
Whatever you'd normally wear to work. (For fairs, embroidered/logged polos, button downs and dress shirts with dress pants or khakis are acceptable unless you're in a community that expects more formality from fair executives.)	Blue jeans. Sleeveless tops. Shorts. Sunglasses (even if you're outdoors).
For women: A little lip color.	For women: Over-done or flashy eye makeup.



## During the News Conference:

### Make your key message points early on!

Use those three messages you identified *before* the interview. Pull them out of your back-pocket toolkit and try to work them in early-on with the most important of the three key messages being the first you use.

### Make your point and then...STOP!

Silence is golden. It also helps you control the message. When you can again...make your point...then STOP!

### Speak in sound bites!

Short, complete thoughts are a winner in every news conference. By speaking in sound bites, you make yourself quotable. Keep it brief and simple.

### Be real. Be genuine.

A successful presentation at a news conference has the power to make you far more credible than any ad you can buy. Therefore, you want to be you. You know your stuff, so show what you know, and show that what you know is best. People will believe you and find comfort in your expertise.

### If you're not sure...

- *Flag important points by using phrases like "The important thing to remember is..." or "Bottom line..." It helps the audience know it's time to pay attention.*
- *Bridge back to your key messages if things get off track. Use statements like: "I'm not sure about that, but what I do know is..." "The point here is..."*
- *Use lists. "The three most important things to remember, see, do, etc."*

### Scrap the jargon.

Every fair has it, but the general public doesn't understand it...and in your brief news conference presentation, you don't have time to explain. Use terms that everyone can comprehend.

### Plan ahead for the most difficult questions.

You know what they'll be. Inevitably, they're going to ask them. Prepare your answers ahead of time, tying in your key messages, so you're in control when they come up.

### It's ok to say you don't know.

You always have an opportunity to follow up instead of guessing, lying or not saying anything. It's totally human and totally acceptable to say, "I don't know the answer to that question. I'll find out and get back to you."

## WEBSITE

### Homepage Message

2020 {insert fair name here} {Cancelled OR Closed}! Learn More.

- Use this banner message to click through to a landing page with full cancellation message.

### COVID-19 Landing Page

Due to the evolving COVID-19 situation and its impact on community health, {insert name of governing bodies/regulatory authorities here} {has OR have} ordered the {insert fair name here} to {be cancelled OR to close}. The fair will respectfully and dutifully comply with the {insert name of governing bodies/regulatory authorities here}'s order. *If the fair is closing during its current run, include the date and time it will close here with the following sentence:* The fairgrounds will close at {insert time} on {insert date}.

Our hearts are heavy knowing {we cannot gather for OR must end} our annual celebration, but now and always, the health and safety of our guests, participants and community is our highest priority.

Information regarding refunds and alternative plans for competitive events and more will be provided as soon as it becomes available. Check back here for updates.

Provided it is deemed safe to hold large gatherings, the {insert fair name} will return {insert calendar dates}, 2021. We look forward to brighter, better days ahead when we can gather again to celebrate all that is exceptional about {insert city, state, county or community name}.

All other non-fair events and group meetings scheduled on the fairgrounds are cancelled or postponed until further notice.

Stay safe, be well and know we'll get through this together, {insert city, state, county or community name}!

## SOCIAL MEDIA

### Facebook

Due to the evolving COVID-19 situation and its impact on community health, {insert name of governing bodies/regulatory authorities here} {has OR have} ordered the {insert fair name here} to {be cancelled OR to close}. The fair will respectfully and dutifully comply with the {insert name of governing bodies/regulatory authorities here}'s order. *If the fair is closing during its current run, include the date and time it will close here with the following sentence:* The fairgrounds will close at {insert time} on {insert date}.

Our hearts are heavy knowing {we cannot gather for OR must end} our annual celebration, but now and always, your health and safety is our highest priority.

Information regarding refunds and alternative plans for competitive events and more will be provided as soon as it becomes available. Visit {insert link to your fair website's COVID-19 landing page}.

We look forward to brighter, better days ahead when we can gather again to celebrate all that is exceptional about {insert city, state, county or community name}. Until then, stay safe, be well and support each other. We'll miss you.

- *Suggestions for images to accompany post: Your fair logo with "Special Announcement" superimposed over-top or below logo against a solid color background.*

### Twitter

In the interest of community health, {insert name of governing bodies/regulatory authorities here} {has OR have} ordered the {insert fair name here} to {be cancelled OR to close}. *If the fair is closing during its current run, include the date and time it will close here with the following sentence:* Fairgrounds to close at {insert time} on {insert date}. Details>>{insert link to COVID-19 landing page on your fair's website}

- *Insert hashtags as space allows. Utilize hashtags your fair typically includes in its social content, plus a couple additional that perhaps include your town or community name, #seeyouin2021, #bewell{insert community name}, #fairstrong, #ourfaircares, #{insert fairname}closed, #{insert fairname}cancelled*
- *Suggestions for images to accompany post: Your fair logo with "Special Announcement" superimposed over-top or below logo against a solid color background.*

### Instagram

Due to public health concerns surrounding COVID-19, {insert name of governing bodies/regulatory authorities here} {has OR have} ordered the {insert fair name here} to {be cancelled OR to close}. The fair will respectfully and dutifully comply with the {insert name of governing bodies/regulatory authorities here}'s order. *If the fair is closing during its current run, include the date and time it will close here with the following sentence:* The fairgrounds will close at {insert time} on {insert date}.

Our hearts are heavy knowing {we cannot gather for OR must end} our annual celebration, but now and always, your health and safety is our highest priority. Info. regarding refunds will be provided as soon as it becomes available at link in bio. Stay safe and be well.

- *Link in bio should jump to homepage of your website, which will have the home page banner content that clicks through to your COVID-19 landing page.*
- *Insert hashtags as space allows. Utilize hashtags your fair typically includes in its social content, plus a couple additional that perhaps include your town or community name, #seeyouin2021, #besafe #bewell{insert community name}, #fairstrong, #ourfaircares, etc.*
- *Suggestions for images to accompany post: Your fair logo with "Special Announcement" superimposed over-top or below logo against a solid color background.*

*A note about tagging community or partner organizations: If your fair has worked in close partnership with specific community or partner organizations (i.e. department of health, governor's office, university extension office, ag or breed commodity groups, 4-H, FFA, etc.) in planning for COVID-19 and contingencies surrounding it, consider requesting permission to tag those groups in your fair's social media posts. It shows partnership, solidarity and commitment to community while helping your posts reach additional people and garner more impressions.*

## STAKEHOLDER COMMUNICATIONS

The following message may be sent to guests/ticket holders:

Due to the evolving COVID-19 situation and its impact on community health, {insert name of governing bodies/regulatory authorities here} {has/have} ordered the {insert fair name here} {to be cancelled or to close}. The fair will respectfully and dutifully comply with the {insert name of governing bodies/regulatory authorities here}'s order. *If this is a mandated closing during the fair's run:* The fairgrounds will close at {insert time and date}.

Our hearts are heavy knowing {we cannot gather for OR must end} our annual celebration, but now and always, your health and safety is our highest priority.

Information regarding refunds and alternative plans for competitive events and more will be available soon at our website — [www.{insert URL}](http://www.{insert URL}).

For more than {insert number of years here}, the {insert fair name here} has strengthened {county, city or state name here} and brought people together {for/with/by} {insert your fair's mission and/or value language here}. We look forward to seeing you and commemorating all our community has accomplished together at next year's {insert fair name here} — {insert fair dates here}.

*If applicable:* In the meantime, we are dedicated to using our facilities and resources to support and serve our community.

- Give examples of how your fair is offering community support here (i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.)

The following communication may be sent to concessionaires, commercial exhibitors, mobile marketers, sponsors, breed associations, commodity groups, contractors, suppliers and purveyors:

Dear {insert salutation of your choice or "Fair Community & Partners"},

Due to the evolving COVID-19 situation and its impact on community health, {insert name of governing bodies/regulatory authorities here} {has/have} ordered the {insert fair name here} {to be cancelled or to close}. The fair will respectfully and dutifully comply with the {insert name of governing bodies/regulatory authorities here}'s order. *If this is a mandated closing during the fair's run:* The fairgrounds will close at {insert time and date}.

Our hearts are heavy knowing {we cannot gather for OR must end} our annual celebration, but now and always, your health and safety is our highest priority. We are heartbroken about the hardships and inconvenience this causes our partners and participants. You are the people and businesses that make the annual fair a dynamic, colorful, fun and diverse celebration. Know that your efforts and contributions to the fair are valued and appreciated.

Information regarding refunds and alternative plans for competitive events and more will be available soon at our website — [www.{insert URL}](http://www.{insert URL}).

*If applicable, add the following paragraph:* {insert first name, last name}, the fair's {insert job title} will be in touch within the next few days to discuss next steps and answer your questions.

We look forward to seeing you and commemorating all our community has accomplished together at next year's {insert fair name here} — {insert fair dates here}. Until then, stay safe, be well and support each other. We'll miss you.

With gratitude for your partnership and understanding,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following communication may be sent to staff and volunteers:

Dear {insert salutation — “valued team member,” “valued volunteer” or individual’s name},

Due to the evolving COVID-19 situation and its impact on community health, {insert name of governing bodies/regulatory authorities here} {has/have} ordered the {insert fair name here} {to be cancelled OR to close}. The fair will respectfully and dutifully comply with the {insert name of governing bodies/regulatory authorities here}’s order. *If this is a mandated closing during the fair’s run:* The fairgrounds will close at {insert time and date}.

Our hearts are heavy knowing {we cannot gather for OR must end} our annual celebration, but now and always, the health and safety of our employees, volunteers, guests, partners and the fair community at large is our highest priority.

We are heartbroken about the hardships and inconvenience this causes our team members. You are the folks who make the annual fair a dynamic, colorful, fun and diverse celebration. Know that your efforts and contributions to the fair are valued and appreciated.

*If applicable, add the following paragraph:* {insert first name, last name}, the fair’s {insert job title — likely the employee’s supervisor or superintendent} will be in touch with more information. *You may also include information here letting employees know what to do when the fair closes—do they go home for the day? Do they stay to clean up? Do they report to their supervisor at closing time? What are the next steps?*

Provided the COVID-19 situation improves to the point where it’s safe to hold mass gatherings, the {insert fair name} will return {insert 2021 calendar dates}, 2021. We look forward to brighter, better days ahead when we can gather again to celebrate all that is exceptional about {insert city, state, county or community name}.

With gratitude for your efforts and flexibility,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following communication may be sent to competitive exhibitors and 4-H and FFA participants:

Dear {insert salutation},

Due to the evolving COVID-19 situation and its impact on community health, {insert name of governing bodies/regulatory authorities here} {has/have} ordered the {insert fair name here} {to be cancelled or to close}. The fair will respectfully and dutifully comply with the {insert name of governing bodies/regulatory authorities here}’s order. *If this is a mandated closing during the fair’s run:* The fairgrounds will close at {insert time and date}.

We are heartbroken about the disappointment and inconvenience this causes you, our livestock and competitive events participants. You are the heartbeat of the fair and the reason the fair is the highest regarded annual showcase of all that’s exceptional about {insert community name here}. We know you have worked tirelessly to prepare your livestock, projects and entries. *If applicable, add: We are exploring alternative competition opportunities and will share more details as plans develop.* Although this is not the decision or the outcome we’d hoped for, the fair must do its part to improve community health and safety and reduce the cycle of infection.

Information regarding refunds and alternative plans for competitive events and more will be available soon at our website — [www.{insert URL}](http://www.{insert URL}).

Provided the COVID-19 situation improves to the point where it’s safe to hold mass gatherings, the {insert fair name} will return {insert 2021 calendar dates}, 2021. We look forward to brighter, better days ahead when we can gather again to celebrate the spirit of {insert city, state, county or community name}. Until then, stay safe, be well and support each other.

With gratitude for your efforts and understanding,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following communication may be sent to entertainers who have been booked/contracted to play the 2020 fair:

Dear {insert salutation},

Due to the evolving COVID-19 situation and its impact on community health, {insert name of governing bodies/regulatory authorities here} {has/have} ordered the {insert fair name here} {to be cancelled or to close}. The fair will respectfully and dutifully comply with the {insert name of governing bodies/regulatory authorities here}'s order. *If this is a mandated closing during the fair's run:* The fairgrounds will close at {insert time and date}.

Our hearts are heavy knowing {we cannot gather for OR must end} our annual celebration, but now and always, the safety of the {insert fair name}'s entertainers, participants, visitors and community is always our highest priority.

We are heartbroken about the hardships and inconvenience this causes our partners and participants. As an entertainer, you are an integral part of what makes the fair a dynamic, colorful, fun and diverse celebration.

*If applicable, add the following paragraph:* {insert first name, last name}, the fair's {insert job title} will be in touch within the next few days to discuss any existing agreements and next steps, and answer any questions you have.

With gratitude for your partnership and understanding,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following communication may be sent to community organizations (local government, chamber, law enforcement):

Dear {insert salutation of your choice or "Fair Community & Partners"},

Due to the evolving COVID-19 situation and its impact on community health, {insert name of governing bodies/regulatory authorities here} {has/have} ordered the {insert fair name here} to {be cancelled or to close}. The fair will respectfully and dutifully comply with the {insert name of governing bodies/regulatory authorities here}'s order. *If this is a mandated closing during the fair's run:* The fairgrounds will close at {insert time and date}.

We know your team has already put significant effort into planning and organizing your presence during the fair. Know that your efforts and contributions are valued and appreciated.

*If applicable, add the following paragraph:* {insert first name, last name}, the fair's {insert job title} will be in touch within the next few days to discuss any existing agreements and next steps, and answer any questions you have.

Provided the COVID-19 situation improves to the point where it's safe to hold mass gatherings, the {insert fair name} will return {insert 2021 calendar dates}, 2021. We look forward to brighter, better days ahead when we can gather again to celebrate all that is exceptional about {insert city, state, county or community name}.

With gratitude for your partnership and understanding,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}



## MISCELLANEOUS CONTENT

### Signage

*A note about signage: Consider updating existing signage that can easily be modified to reflect your messaging: LED or electronic signs, marquee signs and electronic billboards. If none of those options exist and you deem signage necessary, create signage that is inexpensive to produce: vinyl banners for fence lines and building exteriors, large window clings for fair buildings.*

- 2020 Fair {Cancelled OR Closed}!! See you {insert next year's dates}, 2021!
  - Include logo, brand assets, website URL, Facebook, Twitter and other social media "buttons"
- 2020 Fair {Cancelled OR Closed}!! Let's Celebrate Together {insert next year's dates}, 2021!
  - Include logo, brand assets, website URL, Facebook, Twitter and other social media "buttons"

### Main Phone Line Recording

Thank you for calling {insert fair name here}. Due to the evolving COVID-19 situation and its impact on community health, {insert name of governing bodies/regulatory authorities here} {has/have} ordered the {insert fair name here} {to be cancelled or to close}. The fair will respectfully and dutifully comply with the {insert name of governing bodies/regulatory authorities here}'s order. *If this is a mandated closing during the fair's run:* The fair-

grounds will close at {insert time and date}. We are working on refund information and answers to other frequently asked questions. That information will be posted at [www.{insert fair's URL here}](http://www.{insert fair's URL here}) as soon as it's available. Thank you for your support and understanding. Be well, stay safe and we'll see you at next year's fair—{insert 2021 fair dates here}.

### Scripting for Receptionists and Phone Operators

Due to the evolving COVID-19 situation and its impact on community health, {insert name of governing bodies/regulatory authorities here} {has/have} ordered the {insert fair name here} {to be cancelled or to close}, and the fair will comply. *If this is a mandated closing during the fair's run:* The fairgrounds will close at {insert time and date}.

We are working on refund information and answers to other frequently asked questions. That information will be posted at [www.{insert fair's URL here}](http://www.{insert fair's URL here}) as soon as it's available. We appreciate your support and understanding.

*Supply your receptionists and phone operators with a list of frequently asked questions and answers. Ask your phone staff to answer as many questions as possible over the phone. If answers are not readily available, ask the receptionist or operator to take the person's name, phone and email, and let the caller know someone on staff will reach back out to them with an answer soon.*

Make  
THE  
NETWORK!



**We have made a decision to postpone our fair.  
We will reschedule.**

## MEDIA RELATIONS

### Key Messages for Media Interviews

- Now and always, the health and safety of our guests, participants and community is our highest priority.
- Due to the evolving COVID-19 situation and its impact on community health and well-being, the 2020 {insert fair name here} will move from its originally scheduled {insert original dates here} dates and run {insert new dates here} instead.
- Previously purchased tickets will be valid for the new fair dates.
- This is a fluid situation, and we understand you have many questions regarding tickets, preparation and participation in competitions, vendor involvement and {insert additional frequently asked question topics here}. We thank you for your patience and will continue to answer your questions and provide updates when they are available.
- The {insert fair name here} exists to strengthen {county, city or state name here} and bring people together. We are dedicated to being part of our collective well-being and look forward to when we can all gather in {month postponed fair will take place in here}.
- In the meantime, we are dedicated to using our facilities and resources to support and serve our community.
  - Give examples of how your fair is offering community support here (i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.)

THE  
NETWORK!

{Insert Fair Logo Here}

## NEWS RELEASE

**Media Contact:**

**{First & Last Name}**

**{Direct or Cell Phone #}**

**{email address}**

For Immediate Release

### **2020 {Insert Fair Name} Rescheduled to {Insert New Dates}**

Due to the evolving COVID-19 situation and its impact on community health and well-being, the 2020 {insert fair name} has been rescheduled for {insert new dates}. Previously purchased tickets and pre-paid fees will be valid for the new fair dates.

The safety of the {insert fair name}'s visitors, participants and community is the highest priority in producing the annual fair. After seeking guidance from {insert health agencies you rely on here} and taking direction from {insert government officials or agencies who were part of the decision making here}, it became clear that postponement was the prudent choice for the fair to do its part in working to improve community health and safety and reduce the cycle of infection.

"The {insert fair name here} exists to strengthen {county, city or state name here} and bring people together," said {insert board chair, general manager or CEO name here}. "We are dedicated to being part of our collective well-being and look forward to when we can all gather in {month postponed fair will take place in here}."

In the meantime, the fair is dedicated to using its facilities and resources to support and serve the community. {Give examples of how your fair is offering community support here (i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.)}

All other non-fair events and group meetings scheduled on the fairgrounds are cancelled or postponed until {insert month or time-frame here}.

For more information about how the postponement impacts ticket holders, participants, vendors and other stakeholders, visit {insert COVID-19 landing page URL here where people will be able to access answers to frequently asked questions}.

**Tweet:** New dates! The {insert fair Twitter @name/handle} moves from {insert original fair month} to {insert new fair dates} this year for the health & well-being of all. Mark your calendar! Can't wait to celebrate w/you!

- Ideas for a hashtag to include right after this tweet in your news release: #fairrescheduled, #fairpostponed, #newfairdates, #fairstrong, #ourfaircares, #safeandstrong, #bewell, #inittogether, etc.

**About the {Insert Fair Name here}:** {Insert a boilerplate — a two to four sentence paragraph that provides basic background information about your fair and what it exists to do, mission and value language, and a link to your website's home page. The boilerplate should act as a general "About Us" statement and should not include any information pertaining to COVID.}

-###-

{Insert footer here that includes fair's street address, general phone #, general email and website URL}

## News Conference Information

*If you plan to host a news conference in conjunction with the postponement/rescheduling of your fair, notify the media with an additional paragraph in the news release you'll send out prior to the press conference. Here is an example:*

News Conference Today: Representatives from the {insert fair name}, {insert other health and government agency names if their spokespeople will be in attendance} will offer statements and answer questions pertaining to the postponement of the 2020 {insert fair name} {insert date, time and exact location of news conference OR link/instructions to virtual news conference}.

*Consider making your news conference a virtual news conference during this time when stay-at-home, social distancing and virus containment measures are in place. Your presenters could gather at the news conference location and remain socially distant while you video and live stream their presentations. Alternatively, you could have your spokespeople present independently on the video conference/livestream app from their homes or offices. Exercising this option is widely accepted and often expected during this unusual time. Zoom Meetings, GoToMeeting, Cisco Webex, Google and Facebook are just a few of the options for video and live stream.*

*Create a timeline for the day of your announcement and news conference using the following framework that also includes information on timing about communicating to stakeholder groups (i.e. staff and volunteers, concessionaires and commercial exhibitors, sponsors, competitive exhibitors, entertainers, 4-H, FFA, breed and commodity groups, etc.).*

*Share the timeline with any partners who are speaking or helping with coordination.*

### Day of Announcement & News Conference:

XX:XX a.m. — Send email communication to staff and volunteers

XX:XX a.m. — Send email communications to stakeholder groups

XX:XX a.m. — Send news release to media

XX:XX a.m. — Spokespeople and representatives from the fair and other supporting agencies gather at a location on the fairgrounds for briefing before the news conference. *Note: this location should be near the news conference location, but not the same location, so media can arrive and begin setting up for the news conference, while the spokespeople and representatives hold their confidential briefing conversation.*

XX:XX a.m. — Media arrive and set up for news conference

XX:XX a.m. — Live news conference

XX:XX a.m. — Q & A session with reporters and spokespeople

XX:XX a.m. — Debriefing with spokespeople and representatives from fair, other supporting agencies

### Tips for Coordinating Successful News Conferences:

- Pull in authorities from partner agencies, government officials and community experts who mandated this decision or helped your team determine postponement was necessary (department of health, mayor, governor, CDC, etc.). Consult with representatives of those partner agencies and bring them in to help with messaging before the news conference. Ask if they will speak during the news conference to offer their expertise to shed light on the intentions behind the decision to reschedule. Standing shoulder-to-shoulder with these agencies at your news conference advances your fair's credibility and solidifies this decision was made in collaboration with community health experts and local government officials.
- As far as notifying the media and timing goes, give media 2-3 hours advance notice (at a minimum) of the news conference via your news release. A news conference start time between 10 a.m. and noon works best. The assignment desk will have your news release/news conference announcement in-hand 2-3 hours earlier, and after 10 a.m., reporters will be in the newsroom waiting for assignment and ready to leave the studio to begin collecting sound, video and interviews to compile their stories.
- Hold the news conference in an iconic location on your fairgrounds that's also fairly insulated from noise. Outdoors is best, if weather permits. The news conference will seem more informal and conversational if the setting is outside against a backdrop that fairgoers recognize. Board rooms and offices with stuffy décor and high-back chairs add a different, almost too-formal dynamic and dimension to the appearances and messaging.
- If your news conference is held outdoors, be sure to take into account that camera lenses cannot point directly into the sunlight and capture useable footage. So, set your backdrop and spokespeople up to face the sun, or position the whole event in the shade.
- If your spokespeople prefer to have a podium, make it available. If they can read off notes without a podium, it will take a little of the almost-too-formal "edge" off.
- Your fair spokesperson should speak first using the fair's key messaging outlined in this toolkit, unless a government official who's participating has authority over the fair's decision making (i.e. the governor). Then, allow your partner agencies' spokespeople to make their statements.
- If your spokesperson is presenting to a large group, they should look directly out into the audience from a podium or center-stage position. However, if your spokesperson is speaking to one reporter at a time, he or she should look directly at the reporter (rather than at the camera) when presenting key messages or answering the reporter's questions.
- Limit each spokesperson or representative's presentation to two minutes or less. Your entire news conference should not exceed 15 minutes, including Q & A (see below).

- *Limit your Q & A session with reporters to five minutes. Your news conference coordinator should offer a signal to the folks at the podium or say out loud when there is time for one more question. Make it the last. Then, the news conference coordinator should take the floor and thank everyone for coming.*
  - *Anticipate the questions your spokesperson will be asked and develop answers ahead of time that tie in your fair's key messages. Here are a few questions reporters may ask you surrounding the postponement of your fair:*
    - *How will you handle requests for refunds for tickets, vendor fees, sponsorships, etc.?*
    - *Is the fair financially stable enough to sustain the loss associated with postponing the fair to new dates?*
    - *Aside from the agencies represented at today's news conference, were there other individuals or groups you consulted in order to come to this decision?*
    - *Do you expect to hold next year's fair during its normal timeframe?*
- *Record your news conference—even if simply on a smartphone. You will likely have radio and television media who can't make the news conference request sound and video, which you can then send to them via your smartphone.*
- *Make the following flyers available for media attending the news conference, and assign a staff person or volunteer to hand them to reporters as they are arriving and/or before they leave:*
  - *A list of names, titles and correct spellings of the spokespeople presenting/speaking*
  - *The news release you will have distributed earlier in the day*
  - *Your PR/communications contact's business cards*
  - *A list of any previous fair postponements or cancellations, their years and the reasons*

### Tips for Spokespeople Presenting at News Conferences:

#### Select What You'll Wear for the News Conference

Yes to:	No to:
Jewel tones (navy, cranberry/maroon, teal, cobalt, purple, deep green).	White, bright orange or red.
Solids.	Stripes, chevron, zigzags — patterns of any kind. Anything with rips, holes or stains (even if it's fashionable).
Understated jewelry that accents.	Clangy, over-sized jewelry that overpowers.
Whatever you'd normally wear to work. (For fairs, embroidered/logoed polos, button downs and dress shirts with dress pants or khakis are acceptable unless you're in a community that expects more formality from fair executives.)	Blue jeans. Sleeveless tops. Shorts. Sunglasses (even if you're outdoors).
For women: A little lip color.	For women: Over-done or flashy eye makeup.



## During the News Conference:

### Make your key message points early on!

Use those three messages you identified *before* the interview. Pull them out of your back-pocket toolkit and try to work them in early-on with the most important of the three key messages being the first you use.

### Make your point and then...STOP!

*Silence is golden. It also helps you control the message. When you can again...make your point...then STOP!*

### Speak in sound bites!

*Short, complete thoughts are a winner in every news conference. By speaking in sound bites, you make yourself quotable. Keep it brief and simple.*

### Be real. Be genuine.

*A successful presentation at a news conference has the power to make you far more credible than any ad you can buy. Therefore, you want to be you. You know your stuff, so show what you know, and show that what you know is best. People will believe you and find comfort in your expertise.*

### If you're not sure...

- *Flag important points by using phrases like "The important thing to remember is..." or "Bottom line..." It helps the audience know it's time to pay attention.*
- *Bridge back to your key messages if things get off track. Use statements like: "I'm not sure about that, but what I do know is..." "The point here is..."*
- *Use lists. "The three most important things to remember, see, do, etc."*

### Scrap the jargon.

*Every fair has it, but the general public doesn't understand it...and in your brief news conference presentation, you don't have time to explain. Use terms that everyone can comprehend.*

### Plan ahead for the most difficult questions.

*You know what they'll be. Inevitably, they're going to ask them. Prepare your answers ahead of time, tying in your key messages, so you're in control when they come up.*

### It's ok to say you don't know.

*You always have an opportunity to follow up instead of guessing, lying or not saying anything. It's totally human and totally acceptable to say, "I don't know the answer to that question. I'll find out and get back to you."*

## WEBSITE

### Homepage Message

2020 {insert fair name here} rescheduled for {insert new fair dates here}! Learn more!

### COVID-19 Landing Page

Now and always, the health and safety of our guests, participants and community is our highest priority. Due to the evolving public health situation and its impact on community health, the {insert fair name here} will move from its originally scheduled {insert original dates here} dates and run {insert new dates here} instead. Previously purchased tickets will be valid for the new fair dates.

We understand you have many questions regarding tickets, preparation and participation in competitions, vendor involvement and {insert additional frequently asked question topics here}. We thank you for your patience and will continue to answer your questions and provide updates. Please continue to check back here for more information.

The {insert fair name here} exists to strengthen {county, city or state name here} and bring people together. We are dedicated to being part of our collective well-being and look forward to when we can all gather in {month postponed fair will take place in here}.

In the meantime, we are dedicated to using our facilities and resources to support and serve our community.

- *Give examples of how your fair is offering community support here (i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.)*

Be well, {county, city or state name here}! We look forward to seeing you {insert new dates here}!

## SOCIAL MEDIA

### Facebook

Mark your calendars and spread the good news! The {insert fair name} will move from {insert original fair month} to {insert new fair dates} for the health and well-being of our visitors, participants and community. We can't wait to see you in {insert new fair month}! More info: {insert link to your website's COVID landing page}

- *Suggestion for images to accompany post: Your fair logo with "New Dates!" plus the new calendar dates together in one graphic image.*

## Twitter

New dates! The {insert fair Twitter @name/handle} moves from {insert original fair month} to {insert new fair dates} this year for the health & well-being of all. Mark your calendar! Can't wait to celebrate w/you!

- Insert hashtags as space allows. Utilize hashtags your fair typically includes in its social content, plus a couple additional ones that perhaps include your town or community name, #fairstrong, #ourfaircares, #safeandstrong, #bewell, #inittogether, etc.
- Suggestion for images to accompany post: Your fair logo with "New Dates!" plus the new calendar dates together in one graphic image.

## Instagram

New dates! The {insert fair Insta @name/handle} moves from {insert original fair month} to {insert new fair dates} this year for the health and well-being of all. Mark your calendar! Can't wait to celebrate!

- Link in bio should jump to homepage of your website, which will have the home page banner content that clicks through to your COVID-19 landing page.
- Insert hashtags as space allows. Utilize hashtags your fair typically includes in its social content, plus a couple additional ones that perhaps include your town or community name, #fairstrong, #ourfaircares, #safeandstrong, #bewell, #inittogether, etc.
- Suggestion for images to accompany post: Your fair logo with "New Dates!" plus the new calendar dates together in one graphic image.

*A note about tagging community or partner organizations: If your fair has worked in close partnership with specific community or partner organizations (i.e. department of health, governor's office, university extension office, ag or breed commodity groups, 4-H, FFA, etc.) in planning for COVID-19 and contingencies surrounding it, consider requesting permission to tag those groups in your fair's social media posts. It shows partnership, solidarity and commitment to community while helping your posts reach additional people and garner more impressions.*

## YouTube

*Consider positioning your CEO, board chair or spokesperson in an iconic location on the fairgrounds. Select someone who is conversational and comfortable in front of a camera. Utilize the key messages outlined for this scenario to have that spokesperson welcome your community to the fair during its new dates. Be sure to have the spokesperson talk through the key messages, but also explain why this will be the best fair yet! (Maybe it's because: your community will need to heal together; everyone will be ready to gather and celebrate after so much time at home; or due to the new dates, you were able to book in some amazing new attraction or exhibit that could not typically travel to your fair during its typical dates.)*

## STAKEHOLDER COMMUNICATIONS

The following communication may be sent to guests/ticket holders:

Now and always, the health and safety of our guests, participants and community is our highest priority. Due to the evolving COVID-19 situation and its impact on community health and well-being, the 2020 {insert fair name here} will move from its originally scheduled {insert original dates here} dates and run {insert new dates here} instead. Hold onto any previously purchased tickets. They will be valid for the new fair dates.

We understand you have many questions regarding tickets, preparation and participation in competitions, vendor involvement and {insert additional frequently asked question topics here}. We thank you for your patience and will continue to answer your questions and provide updates when they are available on our website. (Make the word "website" a clickable link to your site's COVID 19 landing page, which should include frequently asked questions and their answers.)

The {insert fair name here} exists to strengthen {county, city or state name here} and bring people together. We are dedicated to being part of our collective well-being and look forward to when we can all gather in {month postponed fair will take place in here}.

In the meantime, we are dedicated to using our facilities and resources to support the community and public health situation by {insert examples of how your fair is offering community support here, i.e. converting facilities to temporary hospitals/care facilities; becoming a drive through testing site; offering a drive-up food pantry; aiding in the handmade masking effort; etc.}.

We appreciate your support and look forward to celebrating with you in {insert # of months, weeks, etc.}!

The following communication may be sent to concessionaires, commercial exhibitors, mobile marketers, sponsors, contractors, suppliers and purveyors:

Dear {insert salutation of your choice or "Fair Community & Partners"},

Due to the evolving COVID-19 situation, its impact on community health and well-being, and limitations on group gatherings, the 2020 {insert fair name} has been rescheduled for {insert new dates}. Previously purchased tickets and pre-paid fees will be valid for the new fair dates.

The safety of the {insert fair name}'s visitors, participants and community is and always will be the highest priority in producing the annual fair. After seeking guidance from {insert health agencies you rely on here} and taking direction from {insert government officials or agencies who were part of the decision making here}, it became clear that postponement was the prudent choice for the fair to do its part to improve community health and safety, and reduce the cycle of infection.

The {insert fair name here} exists to strengthen {county, city or state name here} and bring people together. We are dedicated to being part of our collective well-being and look forward to when we can all gather in {month postponed fair will take place in here}.

{Insert first name, last name}, the fair's {insert job title} will be in touch within the next few days to discuss next steps and answer questions. *The fair staff person reaching out to them should be whomever has been their main point of contact to this juncture.*

In the meantime, for more information about how the postponement impacts you, visit {insert COVID-19 landing page URL here where people will be able to access answers to frequently asked questions}.

We appreciate your support, partnership and understanding!

Sincerely,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following communication may be sent to staff and volunteers:

Dear {insert salutation — "valued team member," "valued volunteer" or individual's name},

Due to the evolving COVID-19 situation and its impact on community health and well-being, the 2020 {insert fair name} has been rescheduled for {insert new dates}.

The safety of the {insert fair name}'s staff, volunteers, visitors, participants and community is and always will be our highest priority. After seeking guidance from {insert health agencies you rely on here} and taking direction from {insert government officials or agencies who were part of the decision making here}, it became clear that postponement was the prudent choice for the fair to do its part to improve community health and safety and reduce the cycle of infection.

We understand you have questions regarding your employment and scheduling. Your supervisor, {Insert first name, last name}, will be in touch within the next few days to discuss next steps and answer questions. *The fair staff person reaching out to the supervisor or human resources staffer who hired them.*

In the meantime, for more information is available here. {Make the word "here" link to the COVID-19 landing page URL here where people will be able to access answers to frequently asked questions}.

We appreciate your patience, understanding and contributions to our team!

Sincerely,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following communication may be sent to competitive exhibitors, 4-H, FFA, breed associations and commodity groups:

Dear {insert salutation},

Due to the evolving COVID-19 situation and its impact on community health and well-being, the 2020 {insert fair name} has been rescheduled for {insert new dates}. Previously purchased tickets and pre-paid fees will be valid for the new fair dates.

The safety of the {insert fair name}'s participants, visitors and community is always our highest priority. After seeking guidance from {insert health agencies you rely on here} and taking direction from {insert government officials or agencies who were part of the decision making here}, it became clear that postponement was the prudent choice for the fair to do its part in working to improve community health and safety and reduce the cycle of infection.

We understand this may cause disappointment and inconvenience. You are the heartbeat of the fair, and the reason the fair is the highest regarded annual showcase of all that's exceptional about {insert community name here}. We know you have worked tirelessly to prepare. Please continue to care for your livestock, entries and projects, as we are working on alternative competition arrangements and will share more details as plans develop.

*If applicable, add the following paragraph:* {Insert first name, last name}, the fair's {insert job title} will be in touch within the next few days to discuss next steps, and answer questions.

For more immediate details and information, visit {insert COVID-19 landing page URL here where people will be able to access answers to frequently asked questions}.

The {insert fair name here} exists to strengthen {county, city or state name here} and bring people together. We are dedicated to being part of our collective well-being and look forward to when we can all gather in {month postponed fair will take place in here}.

Until then, stay safe, be well and support each other.

With gratitude for your efforts and understanding,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following communication may be sent to entertainers who have been booked/contracted to play the 2020 fair:

Dear {insert salutation},

Due to the evolving COVID-19 situation and its impact on community health and well-being, the 2020 {insert fair name} has been rescheduled for {insert new dates}. The safety of the {insert fair name}'s entertainers, participants, visitors and community is always our highest priority. After seeking guidance from {insert health agencies you rely on here} and taking direction from {insert government officials or agencies who were part of the decision making here}, it became clear that postponement was the prudent choice.

We understand this change causes not only inconveniences, but potential scheduling challenges. {Insert first name, last name}, the fair's {insert job title} will be in touch within the next few days to discuss any existing agreements, routing and next steps.

We appreciate your partnership and understanding in helping us protect the health and safety of our fair community.

Sincerely,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}



The following communication may be sent to community organizations (local government, chamber, law enforcement):

Dear {insert salutation of your choice or "Fair Community Partners"},

Due to the evolving COVID-19 situation and its impact on community health and well-being, the 2020 {insert fair name} has been rescheduled for {insert new dates}. The safety of the {insert fair name}'s participants, visitors and community is always our highest priority. After seeking guidance from {insert health agencies you rely on here} and taking direction from {insert government officials or agencies who were part of the decision making here}, it became clear that postponement was the prudent choice.

We know your team has already put significant effort into planning and organizing your presence during the fair. Know that your efforts and contributions are valued and appreciated.

*If applicable, add the following paragraph:* {insert first name, last name}, the fair's {insert job title} will be in touch within the next few days to discuss any existing agreements and next steps, and answer any questions you have.

We appreciate your partnership and understanding in helping us protect the health and safety of our fair community.

Sincerely,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

## MISCELLANEOUS CONTENT

### Signage

*A note about signage: Consider updating existing signage that can easily be modified to reflect your messaging: LED or electronic signs, marquee signs and electronic billboards. If none of those options exist and you deem signage necessary, create signage that is inexpensive to produce: vinyl banners for fence lines and building exteriors, large window clings for fair buildings.*

- {Insert fair name} Rescheduled for {insert new dates}! Join Us!
  - Include logo, brand assets, website URL, Facebook, Twitter and other social media "buttons"
- Fair Rescheduled! Join Us {insert new dates}!
  - Include logo, brand assets, website URL, Facebook, Twitter and other social media "buttons"

### Main Phone Line Recording

Thank you for calling {insert fair name here}. Now and always, the health and safety of our guests, participants and community must be our highest priority. Due to the evolving COVID-19 situation and its impact on community health and well-being, the 2020 {insert fair name here} will move from its originally scheduled {insert original dates here} dates and run {insert new dates here} instead.

Previously purchased tickets will be valid for the new fair dates. This is a fluid situation, and we understand you have many questions regarding tickets, preparation and participation in competitions, vendor involvement and more. Please visit [www.{insert fair URL here}](http://www.{insert fair URL here}) for answers to frequently asked questions and the most up-to-date information. Thank you for your understanding, patience and support. We look forward to seeing you in {insert new fair month here}.

### Scripting for Receptionists and Phone Operators

First, know that your safety is our team's highest priority in planning and producing the fair. Due to the evolving COVID-19 situation and its impact on community health and well-being, the fair will move from its originally scheduled {insert original dates here} dates and run {insert new dates here} instead.

Previously purchased tickets will be valid for the new fair dates. You can always visit [www.{insert fair's URL here}](http://www.{insert fair's URL here}) for more details or call us back here. Thanks for your support and understanding.

*Supply your receptionists and phone operators with a list of frequently asked questions and answers. Ask your phone staff to answer as many questions as possible over the phone. If answers are not readily available, ask the receptionist or operator to take the person's name, phone and email, and let the caller know someone on staff will reach back out to them with an answer soon.*





**We are confident our fair will go on as scheduled with modifications to programming and increased efforts to keep guests safe.**

## MEDIA RELATIONS

### Key Messages for Media Interviews

- The {insert fair name here} is still on schedule for {insert fair dates here}.
- Because the health and safety of our guests, participants and community is our highest priority, we have implemented the following changes:
  - {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}
  - {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}
  - {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}
- We will continue to work with local and national public health agencies and watch for any new developments around COVID-19 that would impact our operation, and make modifications accordingly.
  - Name those agencies above if you rely heavily on recommendations from specific local and national agencies.
- The {insert fair name here} exists to strengthen {county, city or state name here} and bring people together. We are dedicated to being part of our collective well-being and look forward to our annual celebration.

THE  
NETWORK!

{Insert Fair Logo Here}

## NEWS RELEASE

**Media Contact:**

**{First & Last Name}**

**{Direct or Cell Phone #}**

**{email address}**

For Immediate Release

### **2020 {insert fair name} To Take Place as Scheduled {insert fair dates here} Visitors and Participants Will Notice Modifications to Protect Public Health**

The {insert fair name here} is on schedule for {insert fair dates here}. The health and safety of the community is and always will be the highest priority in producing the annual fair. In the interest of public health, the fair has implemented the following changes for the safety of all: {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}

The {insert fair name} works closely on public health issues with a variety of local and national public health agencies, including {name those agencies and experts here}. Fair organizers will continue to collaborate with these expert partners, watch for any new developments around COVID-19 that would impact the fair operation, and make modifications accordingly.

"The {insert fair name here} exists to strengthen {county, city or state name here} and bring people together," said {insert board chair, general manager or CEO name here}. "We are dedicated to being part of our collective well-being and look forward to our annual celebration."

For more information about the 2020 {insert fair name}, visit {insert web homepage URL here}.

**Tweet:** The fair is ON! We're here to bring people together, so that's what we'll do! B/C your health & safety are our #1 priority, there are a # of changes. Learn more: {insert bit.ly link to your website's COVID-19 landing page}. See you at the fair!

*Ideas for a hashtag to include right after this tweet in your news release: #{yourfairname}, #{fairname}ison, #itsfairtime, #seeyouatthefair*

**About the {Insert Fair Name here}:** {Insert a boilerplate — a two to four sentence paragraph that provides basic background information about your fair and what it exists to do, mission and value language, and a link to your website's home page. The boilerplate should act as a general "About Us" statement and should not include any information pertaining to COVID.}

-###-

{Insert footer here that includes fair's street address, general phone #, general email and website URL}

## WEBSITE

### Homepage Message

The {insert fair name here} is on! {insert fair dates here} Learn more about important changes!

*Use this banner message to click through to a landing page with updates listed chronologically by date (most recent at the top).*

### COVID-19 Landing Page

The {insert fair name here} is on! Join us {insert fair dates here}!

The health and safety of our guests, participants and community is our highest priority. Look for these proactive changes implemented to protect public health throughout the fairgrounds:

- {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}
- {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}
- {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}

We will continue to work with local and national public health agencies, watch for any new developments, and make modifications accordingly.

- Name those agencies above if you rely heavily on recommendations from specific local and national agencies.

The {insert fair name here} exists to strengthen {county, city or state name here} and bring people together. We are dedicated to being part of our collective well-being and look forward to our annual celebration. We'll see you at the fair!

## SOCIAL MEDIA

### Facebook

The Fair is ON! We're here to bring people together, and that's what we'll do! Because your health and safety are our highest priority, we have implemented a number of changes. Learn more: {insert link to your website's COVID-19 landing page}. We'll see you at the fair!

- *Suggestions for images to accompany post: Hand pulling a large breaker box "ON" switch on your fairgrounds. Photo of a past fair with busy streets or people enjoying themselves. Super-impose the words "The Fair's ON!" over-top of a photo of an iconic landmark or area on your fairgrounds. Or, just use the preview that will be generated when you drop in the link to your website's COVID-19 landing page.*

### Twitter

The Fair is ON! We're here to bring people together, so that's what we'll do! B/C your health & safety are our #1 priority, there are a # of changes. Learn more: {insert bit.ly link to your website's COVID-19 landing page}. See you at the fair!

- *Insert hashtags as space allows. Utilize hashtags your fair typically includes in its social content, plus a couple additional that perhaps include your town or community name, #itshappening, #celebrateatthefair, #seeyouatthefair and #fairstrong.*
- *Suggestions for images to accompany post: Hand pulling a large breaker box "ON" switch on your fairgrounds. Photo of a past fair with busy streets or people enjoying themselves. Super-impose the words "The Fair's ON!" over-top of a photo of an iconic landmark or area on your fairgrounds. Or, just use the preview that will be generated when you drop in the link to your website's COVID-19 landing page.*

### Instagram

The Fair is ON! We're bringing you together again! Because your health & safety are our #1 priority, there are changes. Learn more via link in bio. See you at the fair!

- *Link in bio should jump to homepage of your website, which will have the home page banner content that clicks through to your COVID-19 landing page.*
- *Insert hashtags as space allows. Utilize hashtags your fair typically includes in its social content, plus a couple additional that perhaps include your town or community name, #itshappening, #celebrateatthefair, #seeyouatthefair, #ourfaircares and #fairstrong.*
- *Suggestions for images to accompany post: Hand pulling a large breaker box "ON" switch on your fairgrounds. Photo of a past fair with busy streets or people enjoying themselves. Super-impose the words "The Fair's ON!" over-top of a photo of an iconic landmark or area on your fairgrounds. Or, just use the preview that will be generated when you drop in the link to your website's COVID-19 landing page.*

*A note about tagging community or partner organizations: If your fair has worked in close partnership with specific community or partner organizations (i.e. department of health, governor's office, university extension office, ag or breed commodity groups, 4-H, FFA, etc.) in planning for COVID-19 and contingencies surrounding it, consider requesting permission to tag those groups in your fair's social media posts. It shows partnership, solidarity and commitment to community while helping your posts reach additional people and garner more impressions.*

## STAKEHOLDER COMMUNICATIONS

*The following communication may be sent to guests/ticket holders:*

The {insert fair name here} is on schedule for {insert fair dates here}! Your health and safety are our highest priority, so we have implemented some noticeable changes this year, including:

- {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}
- {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}
- {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}

Our executive team is continuing to work with local and national public health agencies, including {name specific agencies here if applicable}. If there are new developments that would impact your health and safety, we will make modifications accordingly.

For more details about this year's fair and the changes designed to protect public health and safety, visit {insert link to COVID-19 landing page here}.

The {insert fair name here} exists to strengthen {county, city or state name here} and bring people together. We are dedicated to being part of our collective well-being and look forward to our annual celebration. We'll see you at the fair!

*Concessionaires, commercial exhibitors, mobile marketers, sponsors, competitive exhibitors, 4-H, FFA, breed associations, commodity groups, entertainers, contractors, suppliers, purveyors, and community organizations (local government, chamber, law enforcement):*

Dear {insert salutation of your choice or "Fair Community & Partners"},

The {insert fair name here} is still on schedule for {insert fair dates here}. The health and safety of our fair community, partners and guests is our highest priority, so we have implanted changes throughout the fairgrounds and our operation to protect all who enter our gates. Those changes include:

- {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}
- {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}
- {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}

Our executive team is continuing to work with local and national public health agencies, including {name specific agencies here if applicable}. If there are new developments that would impact public health and safety, we will make modifications accordingly.

If any of the changes impact your fair presence, one of our team members will be in touch in the coming days to talk through next steps and answer questions.

The {insert fair name here} exists to strengthen {county, city or state name here} and bring people together. We are dedicated to working with you to produce a safe, fun and dynamic event!

We are grateful for your support, flexibility and partnership.

We'll see you at the fair!

Sincerely,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

The following communication may be sent to staff and volunteers:

Dear {insert salutation — “valued team member,” “valued volunteer” or individual’s name},

The {insert fair name here} is still on schedule for {insert fair dates here}. The health and safety of our staff, volunteers, visitors and fair community at large is our highest priority, so we want to make you aware of several changes we’re making to protect all who enter our gates:

- {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}
- {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}
- {List changes to operation around social distancing, crowd control/group size limitations, additional hand-washing stations, cleaning/sanitizing procedures, moving programming online, etc.}

Our executive team is continuing to work with local and national public health agencies, including {name specific agencies here if applicable}. If there are new developments that would impact public health and safety, we will make modifications accordingly.

If any of the changes impact your work at the fair, your supervisor will {insert applicable here i.e., “be in touch in the coming days to talk through next steps and answer questions” or “will cover what you need to know at your staff training session.”}

The {insert fair name here} exists to strengthen {county, city or state name here} and bring people together. We are grateful to have you on our team and look forward to working with you to produce a safe, fun and dynamic event!

We are grateful for your dedication.

We’ll see you at the fair!

Sincerely,

{insert first name, last name}

{insert job title}

{optional: insert social media @name for FB, Twitter, Instagram}

{optional: #FairStrong}

  
THE  
NETWORK!



## MISCELLANEOUS CONTENT

### Signage

*A note about signage: Consider updating existing signage that can easily be modified to reflect your messaging: LED or electronic signs, marquee signs and electronic billboards. If none of those options exist and you deem signage necessary, create signage that is inexpensive to produce: vinyl banners for fence lines and building exteriors, large window clings for fair buildings.*

- The fair is on! Join in the fun {insert dates}!
  - Include logo, brand assets, website URL, Facebook, Twitter and other social media "buttons"
- The show will go on! Join us {insert dates}!
  - Include logo, brand assets, website URL, Facebook, Twitter and other social media "buttons"

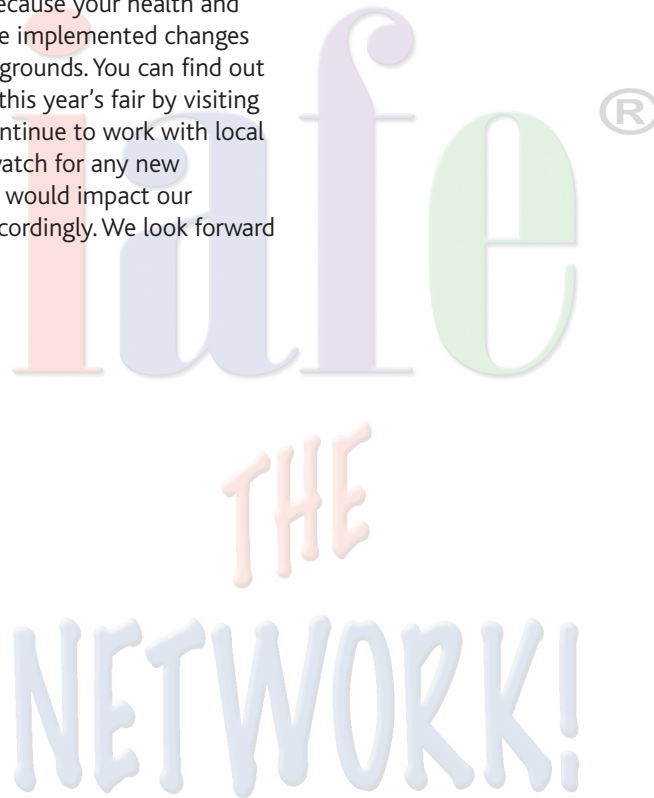
### Main Phone Line Recording

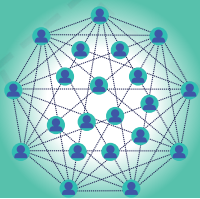
Thank you for calling {insert fair name here}. The fair is still on schedule for {insert fair dates here}. Because your health and safety are our highest priority, we have implemented changes throughout our operation and the fairgrounds. You can find out more about the changes you'll see at this year's fair by visiting [www.{insert fair URL here}](http://www.{insert fair URL here}). We will continue to work with local and national public health agencies, watch for any new developments around COVID-19 that would impact our operation, and make modifications accordingly. We look forward to seeing you at the fair!

### Scripting for Receptionists and Phone Operators

First, know that your safety is our team's highest priority in planning and producing the fair. The fair is indeed on for {insert fair dates here}. For health and safety reasons, we have implemented a number of changes you'll see throughout the fair, including {give phone staff a list of changes made for public health}. Our executive team is continuing to work with local and national public health agencies. If there are new developments that would impact health and safety, we will make modifications accordingly. We look forward to seeing you at the fair!

*Supply your receptionists and phone operators with a list of the modifications made throughout your operation, so they can respond when asked about specifics. Ask your phone staff to answer as many questions as possible over the phone with the materials given to them. If answers are not readily available, ask the receptionist or operator to take the person's name, phone and email, and let the caller know someone on staff will reach back out to them with an answer soon.*





## APPENDIX

# Forms of Address for Writing to Elected Officials

### STATE OFFICIALS

#### Governor

##### **On envelopes and address blocks:**

The Honorable {insert full name}  
Governor of {insert name of State or Commonwealth}  
{City, State, Zip}

##### **In letter or email correspondence:**

Dear Governor {insert last name}:

#### Lt. Governor

##### **On envelopes and address blocks:**

The Honorable {insert full name}  
Lieutenant Governor of {insert name of State or Commonwealth}  
{City, State, Zip}

##### **In letter or email correspondence:**

Dear Mr./Ms. {insert last name}:

#### Attorney General

##### **On envelopes and address blocks:**

The Honorable {insert full name}  
Attorney General  
{State/Commonwealth} of {insert name of State or Commonwealth}  
{City, State, Zip}

##### **In letter or email correspondence:**

Dear {Mr./Madam} Attorney General:

#### Secretary of State

##### **On envelopes and address blocks:**

The Honorable {insert full name}  
Secretary of State  
{State/Commonwealth} of {insert name of State or Commonwealth}  
{City, State, Zip}

##### **In letter or email correspondence:**

Dear {Mr./Madam} Secretary:

#### Member of a State Senate

##### **On envelopes and address blocks:**

The Honorable {insert full name}  
{State/Commonwealth} of {insert name of State or Commonwealth} State Senate  
{City, State, Zip}

##### **In letter or email correspondence:**

Dear Senator {insert last name}:

#### Member of a (non-Senate) State Legislature (i.e. House of Delegates or State Assembly)

##### **On envelopes and address blocks:**

The Honorable {insert full name}  
Member of {insert name of State Legislature}  
{State/Commonwealth} of {insert name of State or Commonwealth}  
{City, State, Zip}

##### **In letter or email correspondence:**

Dear {Mr./Ms.} {insert last name}:

#### Other State Officials

##### **On envelopes and address blocks:**

The Honorable {insert full name}  
{insert title}  
{State/Commonwealth} of {insert name of State or Commonwealth}  
{City, State, Zip}

##### **In letter or email correspondence:**

Dear {Mr./Ms.} {insert last name}:

## THE UNITED STATES SENATE

### United States Senators

#### **On envelopes and address blocks:**

The Honorable {insert full name}  
United States Senate  
Washington, DC 20510

#### **In letter or email correspondence:**

Dear Senator {insert last name}:

## THE U. S. HOUSE OF REPRESENTATIVES

### U.S. Representatives

#### **On envelopes and address blocks:**

The Honorable {insert full name}  
U.S. House of Representatives  
Washington, DC 20510

#### **In letter or email correspondence:**

Dear Representative {insert last name}:

