

News Event Checklist		
Task	Due date	Completed
<b>1. Develop talking points/focus of event</b>	Three weeks before event	
<b>2. Write media advisory and get approval</b>	Two weeks prior	
<b>3. Write press release and get approval</b>	Two weeks prior	
<b>4. Write op-ed, identify author, get approval</b>	Two weeks prior	
<b>5. Submit op-ed to Opinion page editor(s)</b>	Two weeks before event	
<b>6. E-mail/fax press release</b>	One week before event	
<b>7. E-mail/fax media advisory</b>	Two days before; morning of the event	
<b>8. Pitch reporters on story and news event/press conference</b>	One-to-two days before; day of event	
<b>9. Create press packets</b> <ul style="list-style-type: none"> <li>• Press release/media advisory</li> <li>• Fact sheets</li> <li>• Contact phone numbers</li> <li>• Supporting information</li> <li>• Speakers bios</li> <li>• Photos, if necessary</li> </ul>	1-2 days before event	
<b>10. Arrive onsite</b>	1-2 days before event	
<b>11. Identify site location</b> Select a site that is easily accessible (parking) for media as well as community members and speakers. This may require modifying the media advisory to include room numbers or specific street addresses	1-2 days before event	
<b>12. Gather materials</b> <ul style="list-style-type: none"> <li>• Podium</li> <li>• Microphone, PA system.</li> <li>• Charts, graphs, photos, props</li> <li>• Easels</li> <li>• Duct tape</li> <li>• Press kits</li> </ul>	1-2 days before event	
<b>13. Go over talking points with speakers</b> Role play and do a mock interview. Ease the speakers' apprehensions and explain the process of the news conference. Tell them to whom you pitched the story/event and who is likely to attend.	One day before event	
<b>14. Call EVERY TV station, newspaper and radio station to which the media advisory was sent to pitch and ascertain level of interest in covering event</b>	Evening before; morning of event	
<b>15. Arrive early for event site setup</b> <ul style="list-style-type: none"> <li>• No direct sunlight in faces or behind speakers</li> <li>• No obstructive elements in the background and foreground (watch for EXIT signs)</li> <li>• No obstructive noise, cars, traffic, etc.</li> <li>• Make sure parking is very nearby</li> <li>• Tape down cords and wires</li> <li>• Hang VIBs on easels and support with tape</li> <li>• Post signs directing media toward rooms, areas, etc.</li> </ul>	1 hour prior to start of event	
<b>16. Greet reporters, photojournalists, hand them press kits</b>	As they arrive write down their name and station or newspaper	
<b>17. Greet speakers and provide them with a press kit.</b>	As they arrive	
<b>18. Monitor coverage and record/clip news.</b>	Day of and after event	