

Sample News Event Checklist

Task	Due date/Responsible party	Completed
1. Develop talking points/message points		
2. Write media advisory and get approval		
3. Write press release and get approval		
4. Write op-ed, identify author, get approval		
5. Submit op-ed to xxx page editor		
6. Complete patient profiles		
7. Develop media lists of reporters/news outlets		
8. Invite to summit reporters from xxx media outlets		
9. Send by PR Newswire, e-mail & fax media advisory		
10. Pitch reporters on story and news event/press conference. Get event on AP Datebook.		
11. Create Visual Information Boards and send to print		
12. Create press packets <ol style="list-style-type: none"> 1. Folders with logos 2. Press release/media advisory 3. Fact sheets 4. Contact phone numbers 5. Supporting information 6. Speakers bios 7. Photos, if necessary 		
13. Identify room and set up Work with event staff on set up and room arrangement. This may require modifying the media advisory to include room numbers.		
14. Gather materials <ol style="list-style-type: none"> 1. Charts, graphs, photos, props 2. Easels 3. Press kits 		
15. Go over talking points with speakers/ media training Role play, mock interview. Explain the process of the news conference. Tell them to whom you pitched the story/event and who is likely to attend.		
16. 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		
17. Arrive early for event site setup Work with event staff <ul style="list-style-type: none"> • Hang VIBs on easels and support with tape • Post signs directing media toward rooms, areas, etc. 		
18. Greet reporters, photojournalists, hand them press kits		
19. Greet speakers and provide them with a press kit		
20. Monitor coverage and record/clip news.		