BASIC PUBLIC RELATIONS TIMELINE

Six Weeks Before the Event

- Develop a media list for your program. Include at least two contacts per outlet.
- Confirm media names, phone and fax numbers.

Five Weeks Before the Event

- Collect all information needed to write the appropriate press materials.

Four Weeks Before the Event

- Write necessary press materials.
- Have the press materials approved.
- Have photos/slides reproduced; order letterhead, envelopes and other mailing supplies.

Three Weeks Before the Event

- Collate and mail press kits.

Two Weeks Before the Event

- Begin follow-up calls to media to whom you mailed press kits. Pitch your story to them.

The Week of the Event

Day 5

Fax your media alert to radio and TV media.

Follow up with television and radio media to encourage them to "save the date."

Day 4 – 2

Continue to follow up with all media on your list.

Day 1

In the morning, fax your media alert as a courtesy reminder to all media.

Follow up immediately with all media who have not confirmed their attendance or coverage of the event with you.

Post Event

- Record all media attendees and resulting placements.
- Collect copies of all TV, radio and print stories and share the results with your superiors.

– *Rule of thumb: Begin preparing for any public relations program as early as possible. Inevitably, unexpected things will happen. You can best manage them by being prepared ahead of time.*