

## AMOD BROADCAST TRAINING AND EVENT PLANNER

**ACTION:**

**TIME FRAME:**

**COMPLETION DATE:**

<p>I. Commitment of coalition members to participate in broadcast news training including the development of and participation in an actual TV news event</p> <ul style="list-style-type: none"> <li>a. Creation of a broadcast committee committed to the process</li> <li>b. Establish timeline for broadcast training and news event</li> </ul>	<p>6–8 weeks prior to event</p>	<p>a.</p> <p>b.</p>
<p>II. Broadcast news training and preparation for coalition members</p> <ul style="list-style-type: none"> <li>a. Broadcast workshop</li> <li>b. Meet the media of TV station tour</li> <li>c. “Message box” spokesperson training</li> </ul>	<p>4 weeks prior to event</p>	<p>a.</p> <p>b.</p> <p>c..</p>
<p>III. Event planning by broadcast team</p> <ul style="list-style-type: none"> <li>a. Purpose, theme, time and location</li> <li>b. Discuss possible participants</li> </ul>	<p>4 weeks prior to event</p>	<p>a.</p> <p>b.</p>
<p>IV. Selection of spokesperson by broadcast team</p> <ul style="list-style-type: none"> <li>a. Authentic community voices</li> <li>b. Commitment to promote policy focused agenda</li> </ul>	<p>3 weeks</p>	<p>a.</p> <p>b.</p>
<p>V. Drafts invitation/solicitation letter for participation in the news event</p>	<p>3 weeks</p>	<p>a.</p>
<p>VI. Confirm availability of participants</p>	<p>3 weeks</p>	<p>a.</p>
<p>VII. Project coordinator contacts special participants (politicians, CEO’s, etc.)</p>	<p>3 weeks</p>	<p>a.</p>
<p>VIII. Broadcast team develops information needed for drafting news advisory and/or news release (stats, background, etc.)</p>	<p>3 weeks</p>	<p>a.</p>
<p>IX. Broadcast team develops information for media packets</p>	<p>2-3 weeks</p>	<p>a.</p>
<p>X. Broadcast team develops information for visual information boards (VIBs)</p>	<p>2-3 weeks</p>	<p>a.</p>
<p>XI. Broadcast team drafts news advisory and/or news release</p>	<p>2 weeks</p>	<p>a.</p>
<p>XII. Final approval of materials by coalition</p>	<p>1 week</p>	<p>a.</p>
<p>XIII. Broadcast team sends advisory and journalistic news release if required to media outlets</p>	<p>2 days</p>	<p>a.</p>
<p>XIV. Day of event (see news event checklist)</p>	<p>1 week, 2 days and 1 day (revisit)</p>	<p>a.</p>
<p>XV. Broadcast team sends THANK YOU letters, e-mails to spokespersons</p>	<p>No later than one week after News Event</p>	<p>a.</p>