AMOD NEWS EVENT MEDIA CHECKLIST

Event date:_____ Location:_____ Time:_____

Do in advance:	Due Date	Date Comp.	Comments	Person Responsible
Develop content and focus for event				
Identify spokespersons				
Confirm spokespersons/MC				
Establish/confirm location				
Develop visual info boards (VIBS)				
Develop message box for spokespersons				
Assemble information for media packets				
Write advisory				
Fax advisory				
Calls to media (refax advisory to media)				
Write journalistic news release (JNR)				
Fax JNR (mail ahead if with photos)				
Take to the event:				
Podium/microphone/easels for VIBS/web release forms				
Designate media coordinator				
5-15 media packets				
News advisory				
JNR				
Related news clips				
Charts/graphs				
Sign-in sheet for media and participants/pen				
Web release forms				
Video camera/still camera and operator				
Business cards/cell phone/ media phone numbers				
Video tape news reports				

Be sure and keep track of which media outlets attended. Get reporter's names, if possible.