

# AMOD NEWS EVENT REPORT FROM DEBRIEFING

Event name: \_\_\_\_\_ Event date: \_\_\_\_\_ Event time: \_\_\_\_\_

Event location: \_\_\_\_\_ Project: \_\_\_\_\_

News making **GOALS**: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

News making **MESSAGE BOX**: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

• Were goals accomplished/was message conveyed? \_\_\_\_\_

• Why or why not? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Event **SPOKESPERSONS**: \_\_\_\_\_

\_\_\_\_\_

• Were they interesting to reporters? \_\_\_\_\_

• Were they prepared and able to present message? \_\_\_\_\_

\_\_\_\_\_

• Strengths/weaknesses? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

• Who appeared on TV? \_\_\_\_\_

Attach **VIBS**:

• Which VIBS were used? \_\_\_\_\_

• Did they help spokespersons stay focused? \_\_\_\_\_

• Did they help reporters focus on message? \_\_\_\_\_

Attach **PRESS KIT MATERIALS**

• Were they effective? \_\_\_\_\_

• What part of the media packets were of interest to the media? \_\_\_\_\_

• Did the packets help the media to focus on the message? \_\_\_\_\_

• What part of the packets promoted the least attention by the media? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Event **COVERAGE**: (see attached sheet)

**What did you learn** that you will apply to future events? \_\_\_\_\_

\_\_\_\_\_

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