

SOME ASSEMBLY REQUIRED

Public Relations/Media Activities

EVENT CHECK LIST

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	Notify the Public Relations Office, Marketing and Communications, Special Events, President's Office, Government and Community Affairs, Public Safety, WSU Schools and Colleges, other offices, as appropriate.	3-4 Weeks Prior
	Prepare or obtain program agenda.	3-4 Weeks Prior
	Identify and brief spokespersons. Determine availability and obtain contact information for spokespersons. Prepare talking points, including key messages, if appropriate. (Note: messages should reinforce image you wish to project for your unit and strategic themes of the university.)	3-4 Weeks Prior
	Prepare a media publicity plan, including a timeline for carrying it out. Consider local, statewide, national publications; periodicals as well as dailies, radio, TV, trade publications, Web newsletters. Determine best angle(s) to pitch to media.	3-4 Weeks Prior
	Arrange for a university photographer to cover event.	3-4 Weeks Prior
	Begin gathering/preparing materials for a press kit for distribution to media at event. (Contents might include speaker bios, news release, fact sheet, program agenda, Q&A sheet, brochures or background sheets about your unit and/or special program, WSU Annual Report, WSU Fact Card, etc.)	3-4 Weeks Prior
	Confirm/ firm-up details of event.	2-3 Weeks Prior
	Prepare and distribute a media advisory for calendar editors at least 3 weeks before event if it is open to public.	2-3 Weeks Prior
	Prepare and distribute a general news release 2-3 weeks before event. Determine if a separate "media availability" session is advisable and, if so, include that information in a note to reporters/editors.	2-3 Weeks Prior

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	Work with Public Relations to ensure adequate staffing and set-up for event. This might include a media sign-in table, sign-in sheet, multi-box, etc.	2–3 Weeks Prior
	Begin making personal media contacts to pitch coverage, advance interviews with key spokespersons, guest speaker, etc.	2–3 Weeks Prior
	One week prior: Write and distribute second news release about event, providing additional or updated details and significance with respect to university, community and other stakeholders.	1 Week Prior
	Continue media pitch calls and work with media as needed to set up interviews.	1 Week Prior
	Finalize press kit.	1 Week Prior
	Confirm and brief photographer. Provide photo shot list if necessary.	1 Week Prior
	Confirm that media arrangements are in place, such as a coffee room, special seating, etc., as determined earlier.	1 Week Prior
	Two days prior: Distribute media advisory with info on the who, what, when, where, why of event and contact person(s) for media.	1 Week Prior
	One day prior through morning of event: Contact key electronic and print media to remind them of event. This includes TV-2, 4,7, WWJ-AM, WDET-FM, WJR-AM, other media, editors, as deemed appropriate. Pitch significance and news value of event; strive for pre-event as well as day-of coverage.	1 Week Prior

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	Confirm WSU spokespersons and reinforce need to stress key school/college/university messages in interviews.	1 Week Prior
	Arrive early to ensure proper set-up, staffing for media greeting, assistance.	Day of Event
	Work with photographer, as necessary, to set up shots that can be used for publicity/marketing (photographer should already have been briefed on needs).	Day of Event
	Work with media, WSU spokespersons, in facilitating on-site interviews before, during, after event.	Day of Event
	Follow-up with any media representatives who requested more information.	1 Day-1 Week After Event
	Review and obtain photos that may be used for hometown papers, trade publication, newsletter or internal publicity. Write captions and distribute photos to appropriate media, internal publication editors at WSU.	1 Day-1 Week After Event
	Monitor print and electronic media for stories/mentions of event.	1 Day-1 Week After Event
	Leverage positive news coverage via the Web, U-Tube, other Internet avenues. Send e-mail blast touting success of event, key announcements to your unit's internal constituencies. (This might include faculty, students, Board of Visitors, donors, alumni, etc.)	1 Day-1 Week After Event
	Evaluate media plan with eye toward future such events. What worked well and not so well?	1 Day-1 Week After Event