



SPECIAL EVENTS PR CHECKLIST

- ➔ Create a media database for all your media contacts including newspapers, magazines, newsletters, radio, television, blogs, and online calendars. Include name, position or beat, publication, office phone, cell phone, email, twitter account, mailing address, deadlines, photo requirements, particular interests, and notes for personal information if you have any
- ➔ As soon as you have the critical details for your event – who, what, where, when, and why - submit your event on all the event calendars you can find. Sometimes you can send a media release, but more and more, this means entering it on the calendar yourself. Possibilities will include magazine calendars, newspaper calendars, newsletters calendars, website calendars, blog calendars, chamber of commerce calendars, etc.
- ➔ Brainstorm about all the aspects of your event to determine which ones might be the most appealing to a particular media outlet. Are the event committee members high-profile? Is your guest speaker particularly noteworthy? Are there unusual or unique aspects to the event?
- ➔ Outline the event timeline as soon as possible. Are there occasions or milestones along the way to your special event date that would be particularly interesting to the media? Committee events, special entertainment announcement, speaker announcement, special promotion announcement, receipt of a major donation? These events can be pitched to the media separately from the main event.
- ➔ Write your initial media release. Schedule a series of subsequent media releases for noteworthy announcements. If it's a fundraiser, be sure and include a post-event announcement of the amount of money raised.
- ➔ Write feature stories for posting on media sites that accept community input. The new media environment means the PR professional is the writer, too.
- ➔ Create intriguing visuals. Online is all about visuals now, and they're a must for TV. Are you bringing in any unusual equipment or props for your event? Are there baby owls? The most TV coverage I ever received for a special event was for a baby owl release. Who wouldn't want to cover baby owls?
- ➔ Feature your cause. A nonprofit special event fundraiser is raising money for the cause. The cause is the story. Develop feature story ideas for the media highlighting your clients' success stories, need for your services, or highlight a particularly interesting volunteer.
- ➔ Create an online media kit with your media release(s), client photos and stories, leadership headshots and short bios, and well-edited video clips featuring clients and volunteers.
- ➔ Does your target market use social media? Which ones? Pick the key ones – could be Facebook, LinkedIn, Twitter, Instagram, Snapchat, Pinterest, YouTube – and build a campaign. Plan realistically on the amount of time you can devote to updating all your social media accounts.
- ➔ **MOST IMPORTANTLY!** Confirm all your facts, use proper grammar and punctuation, and check your spelling.