

# Media Day checklist

Topic / Assignment	Person responsible	Date to be completed	Completed
<b>Invitations</b>			
Establish detailed Media Contact list			
Select date for Media Day (usually 2-1 weeks before event)			
Send first invitation (3-4 weeks before event by mail)			
Send second invitation -Reminder (1-2 weeks before event by mail, email or fax)			
Phone the week of media day (personal contact) - if possible substitute a personal visit and delivery of promotional "teaser"			
<b>Prepare media kit</b>			
Designing Kit			
Printing Kit material			
List of names of all important persons			
Contact names and phone, fax, e-mail			
Profile of Dignitary			
List all activities			
Dates			
Places			
Times			
Background information			
Photographs / Drawings			
Copy of Statistics			
Copy of Reports			
Company/Event Brochure			
Business Card			
Promotional Freebee			
Copy of Media Releases			
Prepare Public Service Announcement-PSA			
Pre-record PSA			
Video PSA presentation			
Prepare Audio News Release (ANR) & Video News release (VNR) for News programming broadcast			