

### 3.b.6 Media checklist

Timing	Activity	Notes
10 weeks before launch	Develop media list	Identify key reporters. Find out names and phone numbers of the assignment editors and key reporters.
8 weeks before launch	Prepare media kit.	Add local information to: <ul style="list-style-type: none"> <li>• Media kit intro letter</li> <li>• Media release</li> <li>• FAQs about literacy</li> <li>• Public awareness campaign fact sheet.</li> <li>• Develop separate fact sheets for launch and special events, if necessary.</li> <li>• Add adult learner profile story, if available.</li> </ul>
At least 3 weeks before launch	Mail or deliver the media kits to contacts.	
At least 2 weeks before launch	Follow up.	Phone key reporters and identified contacts to ask: <ul style="list-style-type: none"> <li>• Have you received the media kit?</li> <li>• Do you need further information about the public awareness campaign or the launch?</li> <li>• Would you like to schedule an interview with a spokesperson from the community organization, or an adult learner?</li> <li>• Will you be able to run the profile story of the adult learner?</li> <li>• Will you be covering the launch?</li> <li>• Will you be covering any of the events?</li> </ul>
1 week before launch	Review duties of volunteer or staff person in charge of media.	Ask a volunteer or staff person to “host” the media, i.e. look for media at the launch, keep a list of media who attend, hand out media kits, make sure media needs are being met.
1 week before launch	Review speaking notes with adult learner.	Coach adult learner handling media interviews. Schedule agency staff or a volunteer to be a partner with adult learner if necessary.
1 week before launch	Update and prepare media kits to have on hand at the launch.	Update any event information. Prepare detailed launch schedule. Add some bio information about speakers, if possible (e.g. brief points about the adult learner speaker). Prepare updated media kits to give to media who cover the event.
5 days before launch	Send out media alert.	Send media alert and detailed launch schedule to media contacts.
2 days before launch	Phone to confirm media attendance.	Phone key reporters and identified contacts to promote event.
Day of launch	Have fun!	Review your key messages. Remember to take your media kits to the launch.
After launch	Thank you  Send follow up media release.	Send thank-you notes to media who were present. Ask for copy of coverage if you were not able to gather it the day of the launch.  Send follow-up media release to distribute information about the results of the launch.