



Publicity Timeline and Checklist

Three Months Before Event

- Create a list of local media outlets including the appropriate contact people
- Check the deadlines for submission of calendar listings, press releases, PSAs, and ads for the appropriate outlets and their preferred methods of submission
- Check <http://nationalmemoryscreening.org/> to see if there are other sites in your area that you may wish to partner with for joint advertising and publicity
- Identify local community organizations to ask for help with publicity
- Create your own promotional materials using the provided logo
- Place the provided logo and information about the event on your organization's website and in your newsletter, if you have one

Two Months Before Event

- Choose a representative from your organization to do media interviews, and have him/her become familiar with the materials and the "Media Talking Points"
- Personalize the sample calendar listing, press release, media alert, and PSAs and submit to media outlets that have upcoming deadlines
- Submit ads to publications that have a deadline this month

One Month Before Event

- Send the press release to media outlets that produce weekly publications or shows
- Personalize the letter to community organizations and send to interested parties
- Hand out flyers in your community
- Submit ads to publications that have a deadline this month

Month of Event

- Send the press release to daily media outlets
- Distribute the media alert to the print, TV, and radio outlets on your media list
- Approach local organizations and ask if they would display your event poster
- Hand out flyers in your community
- Submit ads to any remaining publications
- Prepare a photo release form to use should you choose to ask participants if they would be willing to be photographed by media or for your organization's use
- Make sure your representative is prepared and on standby to do interviews

After Event

- Send follow-up photos or post-event press releases to appropriate media
- Publicize the success of the event on your organization's website and in your newsletter
- Let AFA know about the success of your media efforts – send clips and links to Amanda Secor at asecor@alzfdn.org or to 322 Eighth Ave, 7th Fl, New York, NY 10001