Making the news - checklist:

Step 1: The plan.
☐ Event(s) to be covered

☐ Quirky spin

Step 2: School protocol & media contacts
☐ School protocol checked.
☐ Made a contact list of media outlets.

Step 3: Help!
☐ Helpers have been contacted and plans discussed.

Step 4: Write the media alert.
☐ The 5W’s & the H have been covered.
☐ “Media Alert” is in big letters across the top.
☐ There is a catchy title.
☐ Contact details included for further information.

Click here for precise details on how to write the media alert.

Step 5: Send the media alert.
☐ Sent to all media outlets on ________________________.

Step 6: Thank you list.
☐ All people involved thanked at the time of the media release (remember to include the media outlet staff).
☐ Thank you list created & saved.
☐ All people on your thank you list included in your “Christmas list” or end of year morning teas & concerts.