

## Checklist: Elements of an Effective PR Calendar Template

### 1. Header Section

- Title of the PR Calendar
- Company Name and Logo
- Date Range Covered
- Prepared By (Name and Contact Information)

### 2. Key Dates and Deadlines

- Important Events and Holidays
- Product Launch Dates
- Major Announcements
- Industry Conferences and Trade Shows
- Submission Deadlines for Press Releases

### 3. Content Schedule

- Monthly/Weekly Content Themes
- Blog Post Deadlines
- Social Media Campaigns
- Email Newsletter Dates

### 4. Press Release Planning

- Press Release Topics
- Draft Completion Dates
- Review and Approval Dates
- Distribution Dates

### 5. Media Outreach

- Target Media List
- Pitching Deadlines
- Follow-Up Dates
- Media Interview Dates

### 6. Event Planning

- Event Dates and Details
- Venue and Logistics
- Invitations Sent
- RSVP Deadlines
- Press Kit Preparation

### 7. Campaign Tracking

- Campaign Start and End Dates
- Key Performance Indicators (KPIs)
- Progress Updates
- Post-Campaign Analysis Dates

## 8. Collaboration and Approvals

- Team Responsibilities
- Content Contributors
- Review and Approval Deadlines
- Internal Meetings and Check-Ins

## 9. Budget and Resources

- Budget Allocation for Each Activity
- Resource Requirements
- Vendor and Partner Details

## 10. Evaluation and Feedback

- Monthly/Quarterly Performance Review Dates
- Feedback Collection from Stakeholders
- Adjustment and Improvement Plans

## 11. Miscellaneous

- Notes and Additional Information
- Backup Plans for Contingencies
- Contact Information for Key Team Members

This checklist ensures that all essential elements are included in your PR calendar template, enabling organized and effective planning and execution of public relations activities.