



Media Landscape Calendar Template

Basic Information

- Year:
- Month:
- Media Outlet:
- Journalist/Contact:
- Target Audience:
- Industry:

Monthly Overview

Week	Key Dates	Release Topic	Prepared By	Sent	Followed Up	Coverage Received
1						
2						
3						
4						

Notes on Timing

- Best Days to Send:
- Optimal Time of Day:
- Local Time Considerations:
- Special Observations:

Media Events and Holidays

Date	Event/Holiday	Impact on Media Coverage



Journalist Preferences

Journalist/Contact	Preferred Submission Time	Preferred Contact Method	Previous Engagements

Industry Specific Cycles

- Major Industry Events:
- Quarterly Financial Reports:
- Seasonal Themes:

Instructions for Use

- Update Monthly: Review and update the calendar monthly to incorporate any new insights about optimal timing or changes in journalist preferences.
- Track Responses: After each press release, note the level of engagement and coverage received. Adjust future plans based on what is learned.
- Preparation and Follow-up: Schedule preparation times and follow-ups to ensure each press release receives the attention it needs before and after distribution.