



Media Coverage Checklist for Business and Events

- Preparation
 - Identify goals for media coverage.
 - Develop key messages.
 - Create a media kit (press release, fact sheets, images, contact info).
- Target Media Outlets
 - Research relevant media outlets.
 - Compile a media list of journalists, editors, and influencers.
 - Segment the media list based on relevance and priority.
- Craft Your Pitch
 - Personalize each pitch.
 - Write a compelling subject line.
 - Include essential details (who, what, when, where, why, how).
- Outreach
 - Send personalized email pitches.
 - Follow up with non-responsive journalists within a week.
 - Make phone calls to key journalists if appropriate.
- During the Event
 - Set up a media check-in area.
 - Provide press passes to journalists.
 - Arrange interviews with key spokespeople.
 - Share live updates on social media.
- Post-Event Activities
 - Send thank-you notes to attending journalists.
 - Distribute a post-event press release.
 - Share links to media coverage on the website and social media.
 - Analyze media coverage results.