

Checklist for Setting Up a Successful Satellite Media Tour (SMT)

Pre-Tour Planning

→ Define Objectives

- ◆ **Identify Key Messages and Goals:** Clarify what you want to achieve with the SMT. Are you launching a new product, promoting an event, or raising awareness about an issue?
- ◆ **Determine Target Audience:** Define who you want to reach with your message. Consider demographics, geographic locations, and interests.

→ Select Spokesperson(s)

- ◆ **Choose Knowledgeable and Media-Trained Spokesperson(s):** Select individuals who are not only experts on the topic but also comfortable and effective in media interviews.
- ◆ **Ensure Availability and Confirm Dates:** Check the availability of your chosen spokesperson(s) and lock in dates that work for them and the media outlets.

→ Develop Messaging

- ◆ **Create Clear and Concise Key Messages:** Draft the main points you want to convey, ensuring they are easy to understand and memorable.
- ◆ **Prepare Talking Points and FAQs:** Develop a list of potential questions, detailed answers, and additional talking points to support your key messages.

→ Create Press Materials

- ◆ **Draft and Finalize a Press Release:** Write a compelling press release outlining the SMT's purpose and key information.
- ◆ **Develop a Media Advisory:** Create a brief document to alert the media about your upcoming SMT and entice them to participate.
- ◆ **Prepare Backgrounders and Fact Sheets:** Provide in-depth information about the topic, company, or product being discussed.

→ Identify Target Media Outlets

- ◆ **Research and List Relevant TV and Radio Stations:** Identify media outlets that reach your target audience. Consider their viewership, listenership, and content relevance.
- ◆ **Prioritize Based on Audience Reach and Relevance:** Rank media outlets based on their potential impact on your objectives.

→ Schedule Interviews

- ◆ **Contact and Pitch to Media Outlets:** Reach out to producers and editors with a compelling pitch that explains why your story is newsworthy.
 - ◆ **Confirm Interview Times and Logistics:** Once interest is shown, finalize the details, including date, time, format (live or recorded), and technical requirements.
 - ◆ **Create a Detailed Schedule for the Spokesperson(s):** Organize a timeline including all interview slots, breaks, and preparation times.
- **Technical Arrangements**
- ◆ **Coordinate with a Satellite or Video Service Provider:** Engage a reliable provider to handle the technical aspects of the SMT.
 - ◆ **Book the Necessary Studio Time and Satellite Uplink:** To ensure availability, reserve studio space and uplink facilities well in advance.
 - ◆ **Test Equipment and Connections to Ensure Quality:** To prevent technical issues, conduct thorough tests of all equipment, including cameras, microphones, and satellite connections.

Day Before the Tour

- **Final Confirmation**
- ◆ **Reconfirm Interview Times with Media Outlets:** Double-check with each outlet to ensure no changes have occurred and everyone is on the same page.
 - ◆ **Ensure the Spokesperson(s) Have the Final Schedule and Talking Points:** Provide the finalized schedule and any last-minute updates or talking points to the spokesperson(s).
- **Technical Check**
- ◆ **Conduct a Final Equipment Test:** Perform a comprehensive check of all technical equipment to ensure everything is working perfectly.
 - ◆ **Verify All Technical Setups Are in Place and Functioning:** Confirm that all technical arrangements, such as satellite uplinks and studio setups, are ready to go.
- **Rehearsal**
- ◆ **Have a Run-Through with the Spokesperson(s):** Conduct a practice session to familiarize the spokesperson(s) with the format and flow of the interviews.
 - ◆ **Practice Key Messages and Potential Q&A:** Go over the key messages and rehearse answering potential questions to ensure smooth delivery.
- **Logistics Preparation**
- ◆ **Ensure All Press Materials Are Printed and Organized:** Prepare and organize all necessary materials, including press kits and handouts.

- ◆ **Prepare a Media Contact List with Phone Numbers and Emails:** Create a comprehensive contact list to facilitate quick communication on the day of the SMT.

Day of the Tour

→ Early Start

- ◆ **Arrive at the Studio Early to Set Up:** Ensure ample time for setup and addressing any last-minute issues.
- ◆ **Conduct a Final Technical Check:** Perform a last-minute equipment check to confirm everything is operational.

→ Spokesperson Preparation

- ◆ **Review Key Messages and Talking Points One Last Time:** To keep the main points fresh, go over them with the spokesperson(s).
- ◆ **Ensure the Spokesperson(s) Are Comfortable and Ready:** Provide any necessary support to ensure the spokesperson(s) are relaxed and prepared.

→ Conducting Interviews

- ◆ **Follow the Pre-Arranged Schedule Strictly:** Stick to the planned timeline to respect the media outlets' schedules.
- ◆ **Monitor Each Interview for Any Technical or Messaging Issues:** Monitor the interviews to ensure everything runs smoothly and the key messages are effectively communicated.
- ◆ **Provide Real-Time Feedback to the Spokesperson(s) If Necessary,** Offer immediate feedback or adjustments to improve subsequent interviews.

→ Issue Resolution

- ◆ **Have a Backup Plan for Technical Issues:** Prepare for potential technical problems with contingency plans.
- ◆ **Address Any Scheduling Conflicts or Last-Minute Changes Promptly:** Be flexible and ready to handle any unforeseen changes efficiently.

Post-Tour Follow-Up

→ Evaluation

- ◆ **Review the Performance of Each Interview:** Analyze each interview to assess how well the messages were conveyed.
- ◆ **Gather Feedback from Media Outlets and the Spokesperson(s):** Collect input on the overall experience to identify strengths and areas for improvement.

→ Reporting

- ◆ **Compile a Report on Media Coverage and Reach:** Document the media coverage obtained and measure the SMT's reach and impact.
- ◆ **Analyze the Effectiveness of the Messaging and Overall Impact:** Evaluate how well the key messages were received and the success of the SMT in achieving its objectives.
- **Thank You Notes**
 - ◆ **Send Thank You Emails to Participating Media Outlets:** Express gratitude to the media outlets for their participation.
 - ◆ **Express Appreciation to the Spokesperson(s) and the Technical Team:** Acknowledge the efforts of everyone involved in making the SMT a success.
- **Debriefing**
 - ◆ **Hold a Debriefing Session with the Team:** Discuss what worked well and identify areas for improvement.
 - ◆ **Document Lessons Learned for Future SMTs:** Record insights and experiences to enhance the planning and execution of future SMTs.

Following this detailed and expanded checklist ensures a well-organized, professional, and successful Satellite Media Tour that effectively communicates your message and reaches your target audience.