



Media Relations Processes

Checklist

Ann N. Videan, APR
722 West Nido Circle
Mesa, Arizona 85210-7589
t: (480) 813-2408
f: (480) 813-1965
m (602) 769-8316
avidean@videanunlimited.com

*Evoke the
Power of Connections™*

Be proactive! Solicit news.

- Identify audience.
- Review editorial calendars (dailies, weeklies & magazines).
- Brainstorm message (check editorial calendars for monthlies).
- Choose key message(s).
- Call reporter to determine interest and determine slant.
- Quickly write up correctly formatted news release or information targeted to audience.
- Obtain necessary approvals.
- Make sure spokespeople are available to respond in timely manner.
- Distribute release via wire or fax/email/mail/other.
- Sometimes do follow-up calls. Don't ask if they got it. Relay additional, valuable info.
- Respond to additional requests from reporter.
- Track coverage with a clipping bureau.

Be responsive! Respond to reporters.

- Take call from reporter.
- Inform PR person and executives (as necessary).
- If executives are not available immediately, find out deadline and record contact information.
- Know audience.
- Know or choose key message(s).
- Call back reporter in time to meet deadline.
- Give reporter ideas of others who can make their story even better.
- Quickly respond with additional information s/he requests.
- Sometimes do follow-up calls.
- Track coverage with a clipping bureau.