**CAP Foundation See, Test & Treat Program Media Relations Timeline**

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| **Month** | **Activity** | **Status** |
| 5 months pre-event | Identify/Secure Photographer  | Communicate as host action item on monthly conference calls |
| Explore broadcast opportunities in regional and local markets | Communicate as host action item on monthly conference calls |
| Contact regional ethnic media and public health outlets about possible placements | Communicate as host action item on monthly conference calls |
| Develop press materials:* Team contact list – host, CAP
* Pitch letter
* Multimedia press release
* Fact sheet
* Talking points
* Media alert (to be distributed 3 weeks prior to the event, as well as the day before and day of event.)
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| Compile media list |  |
| 4 months pre-event | Continue to develop/finalize press materials CAP and Host Site Communications |  |
| 3 months pre-event | Distribute pitch letter and press release to long-lead publications and calendar of events editors |  |
| Make follow-up calls to the long-lead publications |  |
| 2 months pre-event | Continue to follow-up with the long-lead publications |  |
| 1-month pre-event | Explore possible pathologist interviews to record, distribute local radio stations. |  |
| Distribute press release to:* Local newspapers
* Television stations
* Radio stations
* Social media outlets (e.g. CAP or host web sites, Twitter accounts, etc.)
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| Make follow-up calls to the media outlets which received the press release |  |
| 2 weeks pre-event | If produced, ensure pre-recorded radio interviews with pathologist are distributed to local radio stations |  |
| Distribute media alert to local television stations. Offer to do an on-air interview to educate the community about the importance of cancer screenings. |  |
| Continue to follow-up with local media outlets to see if planning to attend or cover the event. |  |
| Issue tweets, social media postings |  |
| **Month** | **Activity** | **Status** |
| Day Prior | Re-distribute media alert. Continue to follow-up with local media |  |
| EVENT DAY | Conduct media interviews with outlets that attend the event. |  |
| As budget or resources permit, select two photos to distribute via AP Photo Express. Develop captions |  |
| Engage social media from event: “tweets;” CAP and host Facebook postings; event photos |  |
| 1 – 2 weeks following | Media follow-up; results reporting |  |