



NPLD Media Outreach Planning Calendar

As you make plans for National Public Lands Day, be sure to let area media know what you are planning and how to participate. Use this planning calendar to stay on track.

TWO TO THREE MONTHS OUT

Once you have your basic event details nailed down (time and place, activities, invited dignitaries or other special guests), send a short email to local reports to get the event on their radar. Let them know you will be updating them with additional details as the day draws closer. You can even invite the reporter to tour the site and talk with staff in advance of the event.

ONE MONTH OUT

With just one month to go before the big day, now is a good time to:

- Alert the calendar section of local newspapers including the daily newspaper as well as any neighborhood or community publications (print and online).
- Check back in with the reporters you contacted early on and fill them in on any additional details. Confirm they plan to attend the event.
- If you are issuing a media advisory, develop a timeline for the approval process. Think about when you want to send the release and back out at least two weeks for the review process.
- Update your media list. Review your media list to ensure you have the correct contacts and contact information ready to go as you prepare to send out your media advisory.
 - Newspaper Contacts (daily and weekly papers and online news sites): Metro of City Desk Editor, Calendar/Events Editors, Photography Editors, Community Service Director or Public Service Coordinator, Reporters who cover the environment, outdoor topics, family and parenting and health issues.
 - TV Contacts: News Assignment Desk, Morning News Show Producer, Public Service and Community Affairs Director
 - Radio Contacts: News Director, Public Service and Community Affairs Director, A good source to find local public radio stations are near you is <http://www.npr.org/stations/>
 - Wire Service Contacts (Associated Press, Reuters, etc.): Bureau Chief and/or Local News Editor
 - Area reporters who wrote about events that are similar to yours on your press list?

- Social Media Partners: Identify local organizations that will agree to post about the event on their Facebook and Twitter accounts in advance and after the event. After the event, be sure to share photos for these partners to post on their digital media outlets.
 - Online news sites that cover your city, town or neighborhood. “Hyperlocal” news sites continue to grow and are a great resource for promoting your events. Patch.com is one example of “hyperlocal” news sites.
- ☐ Confirm community contacts—people who might participate or spread the word about your event and/or the opening ceremony. This list should include public officials, school teachers and administrators, church leaders, parks and recreation directors, local celebrities, and civic group leaders (e.g. scouts, garden clubs). Confirm that invites have been sent and accepted.
 - ☐ **Add the National Public Lands Day link (<https://www.NEEFusa.org/NPLD>) to your website and outreach materials. If you maintain an e-newsletter or are part of a listserv, distribute information about the event via those networks.**

THREE WEEKS BEFORE THE EVENT

- ☐ Finalize Press Materials
 - Finalize your media advisory and press kit, get signoff on quotes, etc.
 - Make sure your materials are updated to reflect important details:
 - ✓ **{Insert NPLD Date}**, is NEEF’s National Public Lands Day.
 - ✓ Your event is one of more than 1,000 events going on around the country in celebration of public lands.
 - ✓ Cite any dignitaries or local celebrities who will be in attendance. Make sure that all of your media materials include #NPLD.
- ☐ Confirm Plans for Your Media Event (if applicable)
 - If you are having an opening ceremony, confirm the list of participants. Make sure they are clear about their role.
 - Determine your audiovisual needs. Do you have a power source? What sort of sound system is needed? Is cell service available? Do you need Wi-Fi to ensure people can share photos online in the moment and/or live Tweet the event?
 - Scout the event site. Find the best place for spokespeople to stand. Pick a location with strong visuals to improve your chances of television and print photo coverage.

- Review [tip sheet](#) for taking good pictures and videos at your event and assign specific staff/partners/volunteers who will be responsible for capturing good visuals of the event.
- Finalize logistical arrangements. What signage do you need? Create a podium logo, order a podium, and measure the available space for a podium sign. Remember the little details – Velcro for your sign, tape for your wires, etc. Determine whether you need chairs or other equipment. Make arrangements for food and drinks. Secure a table for media materials, including the press kits. Make rain plans. Make sure there is sufficient parking.

What other site-specific logistical details can you plan for in advance?

TWO WEEKS BEFORE THE EVENT

Produce Event Materials

- Confirm that signage will be completed, delivered, and ready for use at the event.
- Finalize and print media materials (media kits, one-pagers, etc. that you will need for the event).
- Produce additional event materials (a detailed timeline for the day, directions for event managers, talking points for spokespeople, etc.).

Send Media Advisory; Make a Round of Calls

- Finalize and disseminate the media advisory to your media list. Be sure to include a contact name and cell phone number. Include the event details: address, date and time, names of speakers (if holding a media event) and any other details reporters might need (for instance, if the location is challenging to find, give very clear instructions, including where the reporter or TV van can park).
- Call all of your media contacts to be sure they know about the event and that it is on their date books/planning calendars.
- Doublecheck with the Calendar/Events Editors to confirm they have included your NPLD event in their current and upcoming listings. Be sure to contact the photography editors with visual details about your NPLD event.
- Contact the producers of any local morning news shows in your area and offer to let them interview someone about the event in advance. The best timing for this interview is during the week or day before NPLD. In your pitch, be sure to highlight how the event will engage the local community.

ONE WEEK BEFORE THE EVENT

- ❑ Create a detailed calendar of how the day will go (who will greet reporters, who will speak when, where will people stand, etc.) and review it with all staff who will be on site that day.
- ❑ Continue Pitching Your Story to the Media
 - Send out the media advisory on the Monday morning before the event. Follow up with a second media advisory on Friday, the day before the event.
 - Follow up the advisories with phone calls. On the Monday before the event, call and confirm reporters are aware of the event. On the day before the event (Friday), call and provide any last-minute updates – additional spokespeople, anticipated number of participants.
 - Confirm that each media outlet plans to cover the event. Be sure to emphasize the news value of the event—if you are excited, they will be more likely to attend.
- ❑ Finalize All Media Materials
 - Assemble of the press kits. Make sure that there is an electronic version available with a direct link that you can share with press on the day of and following your event.
 - If you are hosting a media event:
 - ✓ Have printed copies of the press release along with an agenda including all of the speakers' names.
 - ✓ Create a media sign-in sheet. Ask for name, media outlet, phone number and email address.
 - ✓ Plan who will greet the media on the day of your event. Assign someone to give the reporter a quick walk-through of the site and help them find the best people to interview. Identify two or three people/volunteers who are able to tell your story in a compelling way and prepare them for media interviews.

DAY OF THE EVENT

Pre-event Check

- If you are hosting an opening ceremony, make sure your podium is in place early and there is a good backdrop. Take a picture of someone standing at the podium to be sure nothing in the background is distracting (e.g., no plants or trees sticking out from behind the person like antennae or wings). Place the NPLD logo on the podium.
- Check your sound system.
- Review the speaking schedule with speakers.
- Confirm target list with individual(s) responsible for photos and videos. This is a list of specific subjects and moments that you want to capture to ensure you have a strong visual account of the event.

Be Ready for Media

- Designate a press sign-in area near the entrance to the event. Label it so media know where to go. Place the media sign-in sheet and media kits (press release, agenda, fact sheets, etc.) on a table in the press sign-in area. Have a staff person at the table at all times to answer questions and ensure all media sign in. Make sure all media receive the release and agenda, including photographers.
- Check in with reporters throughout the event to make sure they have the information they need including the correct spelling and contact information for all speakers.
- If you are not holding a formal event with a media kit and media sign-in table, have copies of your press release ready for any media who attend.
- Provide reporters with a contact person and phone number for follow-up calls after the event. Be sure to give them a cell phone number where they can reach a live person with last minute questions as they are finalizing their story.

AFTER THE EVENT

- ❑ As soon after the event as possible (Saturday afternoon or Monday morning), send your post-NPLD press release. This can be similar to your pre-event release but should include the actual attendance or other impressive numbers of impact. Send the release to any reporters who were unable to attend the event.

- ❑ Recap NPLD on your social media accounts. Include photos, highlights (number of participants, miles of trails cleared, bags of garbage collected, etc.) and link to postings/comments from event attendees and volunteers.

- ❑ Follow up with a phone call to the weekend staff in the newsroom to ask if they plan on writing a follow-up story about the number of volunteers you had and what was accomplished.

Got questions about media outreach? Email us at NPLD@NEEFusa.org

WE WISH YOU A WONDERFUL NATIONAL PUBLIC LANDS DAY!