

2012 National Infant Immunization Week and Toddler Immunization Month

Suggested Media Timeline for NIIW/TIM 2012

Use this checklist to help you organize your media-related activities.

Four Weeks Before the Event

- Customize media-related communications
- Research and update your local media contact information
- Begin preparing Press Kits. Press Kits typically contain:
 - Your contact and event information/agenda
 - Press Release
 - Key Messages
 - Media Advisory
 - Copy of Recommended Immunization Schedule for 2012
 - Your agency's website, brochures, and other supporting information

Three Weeks Before the Event

- Customize the email template with your information and send to news program producers to pitch and schedule on-air interviews.
- Use the phone script template to make initial calls to producers and editors

One to Two Weeks Before the Event

- Distribute press kits, if possible
- Touch base with editors and producers
- Submit press release and/or OpEd to local media outlets

Day Before the Event

- Send media advisory to local media
- Touch base with local reporters and TV stations to assess availability

Day of Event

- Bring extra press kits
- Encourage local media to sign in with their contact info for tracking and follow up purposes
- Introduce yourself to all media, and provide them with your name and contact information.
- Introduce media to local public health experts, health officer, clients, and providers attending the event

Following the Event

- Follow up with media who attended and make sure they have all the information they need to complete their story
- Monitor the media for coverage