

MEDIA OUTREACH

The following includes procedures and tips that will assist you in conducting media outreach for **WALK! with Aegis Therapies 2019**. Please share this guide with your designated company-approved spokesperson, and/or building administrator. Please also share with your PR and Marketing team.

Refer to the checklist below for a timeline and list of media outreach to-do's.

Detailed instructions, templates, forms and resources are available online for your use and to download, print and share with your team. Check www.WalkWithAegis.com for detailed information and tips on media outreach.

COMPLETE	ACTION	DEADLINE
	Contact local dignitaries to attend or provide proclamation for event. Plan your event.	3-6 weeks prior
	Create list of media contacts and update media advisory.	3-6 weeks prior
	Designate photographer.	2-3 weeks prior
	Contact your Public Relations affairs department or facility administrator to identify an appropriate media liaison and spokesperson for the WALK! with Aegis Therapies event at your facility.	3-4 weeks prior
	Send media advisory to local media, such as newspapers, local publications, blogs and websites.	3 weeks prior
	Follow up media advisory with phone call.	3 weeks prior
	Obtain signed consent forms.	1-3 weeks prior or day of event
	Make last push for media coverage. Send news release with event-specific information (i.e., mayor attending).	1-2 weeks prior
	Determine staff and patients to be interviewed by reporter, news crew or photographer.	1-2 weeks prior
	Prepare to host media during the event (determine location for photo opportunities; prepare interviewees with talking points; ensure facility is camera-ready).	1-2 weeks prior
	Send media advisory to broadcast/TV stations.	Week prior
	Submit photos and videos with names and photo releases to Kathryn.Abrahamson@AegisTherapies.com for posting on corporate social media pages.	Day of event
	Follow up with the media after the event with photo and photo caption describing the photo and event.	Week after event



Presented by:

