

Public Image Publicity Checklist – the following is designed to help you get your program, initiative or event (PIE) publicity up and running and successful. This is for your use as a leader of a PIE, or to share with your team.

1. What will your publicity cycle and cadence look like?

- Daily
- Weekly
- Monthly
- Other _____
- Quarterly
- Annually

2. What types of publicity are you anticipating using?

- Print Media
- Digital Media (e.g. social media, or Internet advertising)
- Billboards
- Radio spots
- Other _____

3. What content from or about your PIE will you be creating to place in your publicity campaign?

- Special interest stories
- Interviews
- Pictures
- Other _____
- Video
- News releases

4. Which PIE Team member(s) will be writing content in suitable form and sending out to the media outlets you plan to use?

- Print Media _____
- Social Media (submit via SSR website) _____
- Internet ads _____
- Billboards _____
- Radio spots _____
- Other _____

5. Which PIE Team member(s) will be answering questions and following up on responses from the digital media platforms, SSR website, mail or other?

6. Have you created your annual publicity budget request for Board review and approval? (submit via SSR website)