

Tool 7.2: Report Release To-Do List

WHAT:	Who?	When?
Determine goals, audience and format for release		
Pick a date for release		
Pick a venue for release		
Create a "Save the Date" flyer		
Create a formal invitation/letter		
Create invite list		
Conduct outreach (send "Save the Date" and Invites)		
Create a program/agenda for event		
Create a media & outreach plan		
Select spokespeople		
Write Testimony		
Write the speaker's bios		
Gather quotes from spokespeople		
Write press advisory and press release		
Designate media point person		
Create a Power Point		
Track RSVPs		
Assign roles for day of release event		



Do Press outreach		
Compile Press Packets		
Conduct a prep session for report release		
Send out media advisory (2-3 days before event)		
Send out press release (day of event)		