

# CHECKLIST

## Getting the Message Out

If your organization receives publicity in a newspaper or magazine, make a point of distributing reprints to your target audience who may not have seen the original. Order magazine reprints before the article is published, if possible, especially if an advance-order discount is available. Send your audience a cover letter with reprints or copies of articles. Explain the significance of the article and what it means to your organization. Reprints and copies of articles about you should be included in press kits and used in displays about your organization.

Use this list to help you design your promotion plan. Keep in mind your target audience and budget, and check off all the places that can help get your message out.

	Not Available	Available		Not Available	Available
<b>Television</b>			<b>Newsletter</b>		
PSAs			Story		
Paid Ads			Paid Ad		
News Stories			Column		
News Series			<b>Print Materials</b>		
Public Affairs Program			Flyers		
Talk Programs			Posters		
Magazine Programs			Brochures		
Special Programs			Booklets		
Community Calendar			<b>Distribution Outlets</b>		
Community Opinion			Retail Outlets		
Management Editorials			Public Locations		
<b>Radio</b>			Health Care Organization		
PSAs			Physicians' Offices		
News Stories			Workplaces		
Public Affairs Program			Places of Worship		
Talk Programs			Shopping Centers		
Packaged Series			Unions		
Community Calendar			Schools		
Management Editorials			<b>Community Events</b>		
<b>Newspaper</b>			Health Events		
Paid Ads			Civic Events		
News Stories			Meeting Presentation		
Editorial			School Events		
Letter to Editor			Etc.		
Feature Column			<b>Internet</b>		
			Email		
			Websites		