

Regional/Board Launch PR Checklist

Completed	Item/Task	Assigned to	Notes
<input type="checkbox"/>	Organize planning committee and coordinate tasks		
PRESS EVENT			
<input type="checkbox"/>	Coordinate with OACBHA staff		
<input type="checkbox"/>	Get quotes and order marketing materials		
<input type="checkbox"/>	Develop/localize press conference agenda, media alert, media advisory		
<input type="checkbox"/>	Pitch to newspapers and other local media outlets		
<input type="checkbox"/>	Develop media info kits to include: press conference agenda, Trilogy packet, press release, etc.		
<input type="checkbox"/>	Coordinate participants for press event, including consumer spokespersons		
<input type="checkbox"/>	Distribute Media Alert		
<input type="checkbox"/>	Follow-up advance press calls		
<input type="checkbox"/>			
INVITEES			
<input type="checkbox"/>	Government leaders, churches, legislators, BH agencies, consumers and families, Board members, local NAMI chapter, peer support network(s), media outlets, local partners		
<input type="checkbox"/>			
EVENT DETAILS			
<input type="checkbox"/>	Site		
<input type="checkbox"/>	Date		
<input type="checkbox"/>	AV equip/laptops, LCD projector, microphone, etc.		
<input type="checkbox"/>	Banners/signage		
<input type="checkbox"/>	Marketing materials/handouts, e.g. brochures, bookmarks, magnets, mouse pads, camera, etc.		
<input type="checkbox"/>	Media packets		
<input type="checkbox"/>	Decorations		
<input type="checkbox"/>	Refreshments		
<input type="checkbox"/>			
TRAINING			
<input type="checkbox"/>	Trainer(s)		
<input type="checkbox"/>	Site		
<input type="checkbox"/>	Invitees		
<input type="checkbox"/>	Computers		
<input type="checkbox"/>	Refreshments		
<input type="checkbox"/>			
MISCELLANEOUS			
<input type="checkbox"/>	Save the Date card & mailing labels/email addresses		
<input type="checkbox"/>			