

Planning an Ad Campaign

Checklist		Person Responsible	Placement Deadline	Done
1.	Community organizations			
2.	Invitations			
3.	Media and press (before and after the event)			
4.	Newsletter			
5.	Newspapers			
6.	Posters			
7.	Notify Public Library			
8.	Contact radio/public service announcements			
9.	Contact local T.V. stations			
10.	Update website/blog			
11.	Create Twitter page			
12.	Create Facebook			
13.	Send mailouts			
14.	Contact community organizations			
15.	Send invites/event reminders			
16.	Contact media/press before and after event			
17.	Create advertisements for newsletter/ newspapers			
18.	Design posters			