



Setting a PR Team Timeline

Your Deadline

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Tasks To Be Completed

Create PR Strategy

PR Team Meeting #1

Create Flyers, PSAs, and Talking Points

Send Design Day Releases to Media

PR Team Meeting #2

Design Day

Follow Up: Design Day Letters, Releases

Submit Ads to Newspapers/Newsletters

Develop List of Ribbon-Cutting Guests

Send Invitations to Guests

Pitch Feature Stories to Media

Design Ribbon-Cutting Program

Advertise Ribbon-Cutting Ceremony

Send Build Day Media Advisory/
Press Release

Follow Up Calls to Media

BUILD DAYS!!

Resend Press Release

Thank You's