



TIMELINE	ACTION
August 24	Draft Press Release Review & Compile media list
August 31	Press Release to Local and Statewide Media Social Media Postings Web updates
September. 7	Social Media Postings Follow up with print and broadcast media outlets
September. 14	Press Release (Industry tours, Proclamations) Social Media Updates
September 21	Media Advisory to Local/Statewide Media
September 28	Media Advisory II to Local/Statewide Media with updated information
September 30	Contact Broadcast & Print Media outlets about possible story/coverage
October 1	Media follow-ups News & Social Media Postings
October 2	News & Social Media Postings
October 5	Post event press release
October 19	General Media/Press Evaluation & Campaign wrap-up