

# CHECK LIST

How to conduct a successful public relations campaign  
On behalf of a Cadet activity

## Basic information

Name of the activity \_\_\_\_\_  
Person in charge (Who?) \_\_\_\_\_  
Description of the activity (What?) \_\_\_\_\_  
Location of the activity (Where?) \_\_\_\_\_  
Date and duration (When?) \_\_\_\_\_  
Reason for the activity (Why?) \_\_\_\_\_  
Names of participants \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Public relations tools and budget

Supplies (Tables, brochures, posters, computers, projector, screen, press kits...)  
\_\_\_\_\_  
\_\_\_\_\_  
Other: \_\_\_\_\_  
\_\_\_\_\_

## Resource persons – media management – reporters

	<u>Name</u>	<u>Title</u>	<u>Telephone no.</u>
Organizer - communications	_____	_____	_____
Reporters - radio	_____	_____	_____
Reporters - newspaper	_____	_____	_____
Reporters - television	_____	_____	_____

### Main steps to follow

Identify the local/regional media

Issue a press release

Follow up with a telephone call

Set up an appointment with the reporter(s) at the event

Send out a reminder a few days before the activity

Prepare press kits containing the press release, photographs, information about the organisation and the cadet program, etc.

Prepare a package of visuals (images, photographs, etc.) for the reporter(s)

Make a list of resource persons (cadets, officers, etc.) who can be interviewed

Other: \_\_\_\_\_

### Evaluation of the visibility operation

Was the activity well organised?

Yes

No

What were the activity's strongest points?

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Did the event get press coverage?

Yes

No

If yes, specify: which media, did the coverage include a photograph, a long or short article, etc.?

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Finally, were the desired objectives achieved?

Yes

No

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### Comments

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**Note:** For more information, please consult the [LN\(34\) Public Relations Manual](#).