Sample media calendar.

Creating a media calendar is a valuable tool that can help you map this out.

Space out your stories in terms of both time and media outlets and remember that some stories are best pitched before they happen and some afterwards. You could leverage the ‘national/international day/week’ that promotes your work (e.g., Mental Health Week) and time your story around this moment. Don’t time your stories to conflict with other major events or they will probably get drowned out. Your calendar might look like this:

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| --- | --- | --- | --- | --- |
| **Date** | **Story/message** | **Target outlet** | **Proposal** | **Timing** |
| 10 Feb | Your group receives funding, has first meeting, officially established | The Daily Newspaper: 15 Feb edition | Interview with Darren; photo with entire team | 9 Feb: Approach with story idea |
| 10 or 13 Feb (TBC): Interview and photo opportunity | | | | |
| 27 Feb | Ten people have now joined the project: Interview with Darren and one of the new members | The Morning Radio | Announcement in Community Segment | 27 Feb: Approach with story idea |
| 3 Mar: Radio interview airs | | | | |
| 14-17 Apr: Easter Long Weekend – no media | | | | |
| 28 Apr | Visit to Yellow Street Youth Group | Community Radio: teen segment | Interview with Darren and Sue from Yellow Street Youth Group | 21 Apr: Approach with story idea |
| 28 Apr: Interview | | | | |
| 4 May: Interview airs | | | | |
| 10 Aug | Your project has been running for six months | Approach all local media including ABC regional station | Interview with Darren and project participant | 31 Jul: Approach each outlet |
| w/c 7 Aug: Interviews | | | | |
| 14 Sep | R U OK? Day | Approach all local media including ABC regional station | Interview with Darren and maybe project participant | 8 Sep: Approach each outlet |
| 13 or 14 Sep: Interviews | | | | |