

DEMONSTRATION CHECK-LIST

Event (general description): _____

Date: _____ **Media Time:** _____

Location/Address: _____

Preparation for the Event:

- | | |
|--|--|
| <input type="checkbox"/> Make signs. Use some pre-printed and others handmade. | <input type="checkbox"/> Write News Release |
| <input type="checkbox"/> Post/Distribute flyers (if desired) | <input type="checkbox"/> Issuing Release/Follow-up media calls |
| <input type="checkbox"/> Gather leaflets (if necessary order more). Give thought to making your own if possible. | <input type="checkbox"/> Prepare media kits to include fact sheets, brochures and if available a video |
| <input type="checkbox"/> Free Publicity (local newsletters, calendars) | <input type="checkbox"/> Activate phone tree. Always ask activists to be present half an hour before the media |
| <input type="checkbox"/> Telephone Hotline (outgoing message) | <input type="checkbox"/> Assign tasks (someone to hold banner, lead the chants) |
| <input type="checkbox"/> Designate Media Spokesperson | <input type="checkbox"/> Carpools |
| <input type="checkbox"/> Write soundbites in advance | |

If necessary:

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Permit from the police for a march or for a sound system | <input type="checkbox"/> Sound System |
| <input type="checkbox"/> Speakers (booking) | |
| <input type="checkbox"/> Legal Adviser/Observer | |

Day of the event, don't forget:

- | | |
|--|---|
| <input type="checkbox"/> Calls to the media that morning | <input type="checkbox"/> Signs & banners |
| <input type="checkbox"/> Soundbites/Chants | <input type="checkbox"/> Camera/Camcorder |
| <input type="checkbox"/> Literature to hand out | <input type="checkbox"/> Media Kits |

If necessary/available:

- | | |
|------------------------------------|--|
| <input type="checkbox"/> Costume | <input type="checkbox"/> props (paint, bloody lab coats) |
| <input type="checkbox"/> megaphone | <input type="checkbox"/> bail money |

Follow-up

Designate people to pick up newspapers that covered the event and people to videotape TV news coverage.

Call print media that did not cover the event.