



## **Media Preparation and Follow-up Steps to take the day of, and after, your Field Day event**

### **The Day of the Event:**

1. Make one more call to the media if time allows.
2. Be sure all elements are in place.
3. Be sure each person knows his or her role.
4. Greet media representative(s). Get their business card.
5. Have printed fact sheets or backgrounders ready.
6. Don't interrupt or interject during media interaction unless absolutely necessary.
7. Be sure media representative has accurate spellings of names, titles and call signs.

### **After the Event:**

1. Thank media representative(s) if appropriate.
2. Be sure to get ample copies of coverage.
3. Share coverage with participants, club members and the ARRL.
4. Look for "secondary exposure" opportunities.
7. Continue ongoing press relations.