

CPJC
Media Planner

Event or Topic, Date, Time, Location:		
Program or Speaker or Film, etc.:		
PR Message in One Sentence:		
2-3 Talking Points:		
Audience:		
Person Responsible:	Phone	Email
Events, Publications, etc.		
What	Who	When
Website		
Facebook/Social Media		
PSA/Community Calendar		3 weeks in advance
Press release and/or press packet		1-2 weeks in advance
Newsletter or Update		
Posters/Quarter Sheets		
KZFR/KCHO promos		
Notify related groups e.g., Community Partners, Stonewall ACLU, CSU Peace Center, Chapmantown		