

**Pacific Mountain Network
Public Television
HERITAGE MONTH TOOLKIT**

Sample Heritage Month Timeline
(Based on event in September)

Status	Deadline	Tasks	Organization (Sponsor/Station)	Contact Person
	March			
	31-Mar	Planning Committee- Kick off meeting/conference call	Sponsor/Station	
	April			
	5-Apr	Identify possible selection committee members	Sponsor/Station	
	7-Apr	Select designer and printer for printing needs	Station	
	7-Apr	Meet with artist to create graphics for promotion	Station	
	7-Apr	Contact Set Designer	Station	
	12-Apr	Schedule first selection committee meeting	Station	
	12-Apr	Send letter to external selection committee members	Station	
	21-Apr	Distribute nominations forms at selection committee meeting	Station	
	21-Apr	Distribute nominations forms to sponsor and station staff	Sponsor/Station	
	May			
	5-May	Submit event graphics to sponsor for approval	Station	
	5-May	Send reminder for nominations to selection committee	Station	
	12-May	Nominations are due	All	
	June			
	On-going	Begin researching local entertainment	Station	
	2-Jun	Create invitation list for event	Station	
	9-Jun	Send mailing list to sponsor for review	Station	
	9-Jun	Send selection committee reminder meeting notice	Station	
	13-Jun	Provide feedback/revisions to mailing list	Sponsor	
	13-Jun	Assemble nominations packets	Station	
	14-Jun	Provide updated invitation/ mailing list to station	Sponsor	
	16-Jun	Distribute nominations packet to committee	Station	
	19-Jun	Set up meeting with caterer	Station	
	30-Jun	Approve "Save the Date" postcard layout	Sponsor	
	July			
	7-Jul	Second and final honoree selection committee meeting	Sponsor/Station	
	13-Jul	Confirm honorees acceptance	Sponsor	
	18-Jul	Producer schedules honoree spots	Station	
	19-Jul	Develop and approve scripts and storyboards for honorees	Station	
	15-Jul	Send confirmation letter to honorees	Sponsor	
	On-going	Gather information for press release	Station	
	17-Jul	Check in with set designer	Station	
	17-Jul	Update mailing lists	Station	
	19-Jul	Meet with caterer	Station	
	21-Jul	Mail "Save the Date" postcard	Station	
	21-Jul	Submit invitation for approval/feedback	Station	
	24-Jul	Provide invitation changes/feedback	Sponsor	
	26-Jul	Approval of prototype of Honoree Feature spots	Sponsor	

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	26-Jul	Final approval on invitation	Sponsor	
	27-Jul	Create list of volunteer needs	Station	
	27-Jul	Print invitations	Station	
	28-Jul	Select media for cross-promotion	Station	
	August			
	1-Aug	Order honoree awards	Sponsor	
	3-Aug	Email updated invitation mailing list to station	Sponsor	
	4-Aug	Prepare mailing with volunteer support	Station	
	4-Aug	Mail invitations	Station	
	4-Aug	Mail packets of 10 invitations to honorees for their guests	Station	
	4-Aug	Merge all mailing lists to create RSVP list	Station	
	4-Aug	Write the draft for the program	Sponsor/Station	
	4-Aug	Create event agenda	Station	
	4-Aug	Rent equipment for event	Station	
	11-Aug	Write English version of press release	Station	
	11-Aug	Send draft of program remarks to speakers	Station	
	11-Aug	Edit and approve press release	Sponsor	
	11-Aug	Finalize entertainment	Station	
	11-Aug	Finalize menu with caterer	Station	
	11-Aug	Approve printed program	Sponsor	
	11-Aug	Provide event rundown/agenda to sponsor	Station	
	17-Aug	Translate press release into language appropriate format	Station	
	17-Aug	Finalize volunteer schedule	Station	
	17-Aug	Provide feedback/approval of agenda	Sponsor	
	18-Aug	Provide feedback/changes to remarks	Sponsor	
	18-Aug	Write media advisory	Station	
	18-Aug	Submit Insertion Order to Traffic for on-air profiles	Station	
	22-Aug	Film, produce, & review honoree spots	Station	
	22-Aug	Take program to printer	Station	
	22-Aug	Complete honoree spots	Station	
	22-Aug	Finalize arrangements with florist	Station	
	25-Aug	Approval of media advisory	Sponsor	
	25-Aug	Submit P.O. to create dubs for each honoree	Station	
	25-Aug	Send press release to media	Station	
	25-Aug	Planning Committee meeting	Station	
	25-Aug	Copy RSVP list once per day for Sponsor	Station	
	September			
	5-Sep	Create media schedule and media packets	Station	
	8-Sep	Package gifts for honorees, including: spot, poster, program, award, cd's, logo mugs	Station	
	11-Sep	Finalize attendee list	Station	
	11-Sep	Call caterer with head count	Station	
	11-Sep	Generate name badges for event	Station	
	11-Sep	Complete and adapt honoree spots for event presentation	Station	
	11-Sep	Compile RSVP list for check-in	Station	
	13-Sep	Make phone calls to pitch to media	Station	
	14-Sep	Confirm artists/entertainment to be at studios for rehearsal	Station	
	15-Sep	On-air spots begin	Station	
	15-Sep	Event day run through - follow agenda	Station	
	16-Sep	Mail thank you to honorees	Sponsor	
	16-Sep	Feature a thank you sponsor spot w/clips from event	Station	
	16-Sep	Event debriefing - post event meeting	Sponsor/Station	

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	16-Sep	Post pictures on-line	Station	
	October			
	15-Oct	Profiles & promotion ends	Station	