**OBAMACARE EARNED MEDIA**

*A Step-by-step Guide to Organizing an Obamacare Press Conference*

***FIRST:*** *Confirm with your state coordinator/lead that your event should be pitched to the press.*

**Timeline**

**4 Days Prior to Event:**

* Receive Press Advisories from State Coordinator/Lead
* Receive specific message guidance on the Day of Action event
* Confirm speakers for your event (speakers should be locked as early as possible)
* Send message guidance and sample remarks to your speakers
* Recruit volunteer(s) who can take pictures and/or video and post to social networks and submit to TV stations and newspapers (for those websites that allow)

**72 hours Prior to Event:**

* Press Advisories emailed to press outlets in AM
* Host a prep call/ meet with your speakers to ensure they are clear on the message for the event

**48 hours Prior to Event:**

* Press Advisories emailed to press outlets in AM
* Follow up via phone to ensure outlets received these advisories (most outlets will not make a commitment to attend your event at this point)
* Prepare signs for your event that fit with the message frame

**24 hours Prior to Event:**

* Press Advisories emailed to press outlets in AM
* Follow up via phone with a pitch call to the press outlets (now you should make the ask to attend your event)
* Confirm any last minute details with speakers
* Confirm volunteer(s) who will take pictures and/or video of the event

**Day of the Event:**

* Pitch calls and/or confirmation calls to the press in AM
* Report out to State Coordinators/Leads any press that showed to your event ASAP
* Have a volunteer designated just to take photos and/or video of the event
* Post pictures and status to Facebook and Twitter during your event
* Upload photo/video to news outlet’s websites who did not attend your event
* Email pictures during your event to your state coordinator/lead
* Look for and send up any press clips from your event
* Report out to State Coordinators/Leads event details including total attendees

**Day after the Event:**

* Continue looking for any press clips from your event and send up
* Send any additional pictures and/or video to your State Coordinator/Lead
* Post wrap up of event to your Facebook and Twitter accounts