



## PR & Media Check List Manufacturing Day 2019

- ✓ Check out the resources available to you on: <https://www.mfgday.com/>
- ✓ Update the press release template from AFS with your company's information (brief description of company, contact at company, specific date of your activity, etc.)
- ✓ Save press release to a PDF format
- ✓ Post the release to your website
- ✓ Post as an event on your company Facebook page
- ✓ Send press release – attach PDF (include the actual release in the body of the email as many small town newspapers have cyber security concerns) and a few high-resolution images (bigger file size indicates higher resolution of print) – perhaps of the facility or of the person running point on the day - to local news and business outlets:
  - Local news – check their website or print edition for the name of their news director or if they have a news tip hotline (*Do not use PRWire. Journalists don't use that as a source*)
  - Local radio stations – if you have ever bought airtime, start with your account rep
  - Local chamber of commerce, if company is a member
  - Your local AFS chapter
  - Your state's manufacturing association, if you are a member
  - Your state's Manufacturing Extension Partnership (MEP)
  - If available, send to your state equivalent of Inside Indiana Business
- ✓ Send to guidance counselors at local high schools (print a copy and mail it)
- ✓ During/Post event - Do a Facebook live the day of the event or use the app Ripl to make a video highlight of still photos from the event

Bonus coverage round - Do you know anyone at the above organizations? If so, call them. "Hey, Jim – my company just sent over a press release about what we are doing for Manufacturing Day. And I wanted to personally invite you to come be part of the day." (Be prepared to hear no. But getting that kind of coverage is something AFS can leverage for the whole industry.)