



# Event Coverage Planner

Use this sheet to strategize ways to earn knockout coverage of your next event and supercharge your PR goals!

What's the homerun (top choice/must-have) outlet? How can you target this outlet with an irresistible pitch?

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What's the coverage goal for this event? How will coverage of this event power your PR goals?

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How can you leverage all the channels available (traditional/social media, etc) to grab media attention?

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**Insider Media Relations™**

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